

E&P

December 22, 1973

Thirty-five cents

Editor & Publisher

® THE FOURTH ESTATE

2nd Annual Directory of
JOURNALISM AWARDS
PRIZES • DEADLINES • DETAILS

Remember when the Chicago Tribune was No. 1 in daily circulation in Chicago and suburbs?



Culver Pictures

Now the
Chicago
Sun-Times
is the
leader!

Chicago Morning Newspaper Circulation Trends—City & Retail Trading Zones

ABC Publisher's Statement 6 months Ending:	Sun-Times	Tribune	Tribune Lead
March, 1969	501,040	644,854	+143,814
September, 1969	506,696	620,456	+113,760
March, 1970	505,716	615,753	+110,037
September, 1970	512,738	612,888	+100,150
March, 1971	519,580	616,225	+ 96,645
September, 1971	524,381	599,732	+ 75,351
March, 1972	530,692	605,389	+ 74,697
September, 1972	539,202	590,998*	+ 51,796
March, 1973	545,554	601,063*	+ 55,509
September, 1973	549,879	549,562*	— 317
Change	+48,839	—95,292	
%	+9.7%	—14.8%	

*The Sun-Times reports local circulation as 7 county City and Retail Trading Zones. To maintain comparability, and compute change and lead, our Marketing Department adjusted the Tribune's figures by removing Porter Co., Ind. (as stated by the Chicago Tribune) from 8 county Primary Market Area totals shown in the Tribune's Publisher's statements dated September 30, 1972-1973.

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Marshall Field, Publisher

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CHRISTMAS STORY



She is all races
And all colors
And all creeds

She is dignity
And beauty
And truth

She is fire
And light
And warmth

She is strength
And courage
And comfort

She is wisdom
And reason
And compassion

She is hope
And prayer
And promise

She is spiritual insurance
For those who need it
And all do

She has the power
To move the world
And has

She is mother
And wife
And daughter

She is sister
And friend
And neighbor

She is all women

If she is debased
Or defiled
Or diminished

So, too, is the world

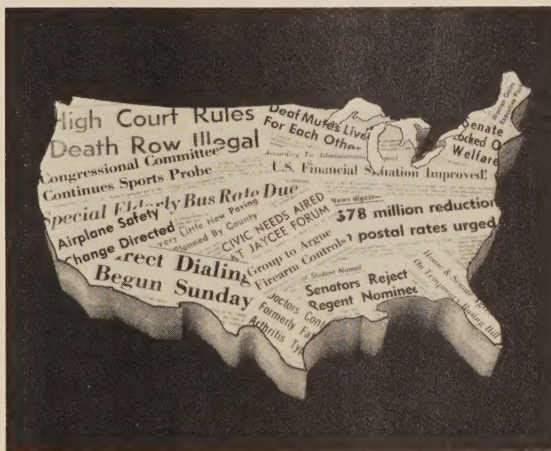
San Francisco Examiner

A Family Newspaper

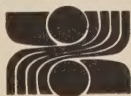
Harte-Hanks reports both sides of the news from both sides of the nation.

Harte-Hanks has been filling the vital informational needs of aggressive growing markets for more than 52 years. Organized in 1921 by two neighboring publishers in Texas, we have grown to become a publicly held communications company operating newspapers from coast to coast.

While our size has changed, our basic operating philosophy has not. We still believe in local editorial and management autonomy. And, we believe in reporting both sides of the news from both sides of the nation.



HARTE-HANKS NEWSPAPERS, INC. NATIONWIDE



P.O. Box 269, SAN ANTONIO, TEXAS 78291

JANUARY 1974

- 4-5—Virginia Press Association, Hotel John Marshall, Richmond, Va.
- 6-9—National Retail Merchants Association's 63rd annual convention, New York Hilton, New York City.
- 6-18—API Editorial Page Editors and Writers Seminar, Columbia University, New York, N.Y.
- 9-11—Newspaper Color Seminar, Graphic Arts Research Center, Rochester Institute of Technology, Rochester, N.Y.
- 10-12—Arizona Newspaper Association Inc., Safari Hotel, Scottsdale.
- 11-13—Mid-America Press Institute Newsroom Management Seminar, Hotel Sheraton-Jefferson, St. Louis, Mo.
- 14-16—Northeast Classified Advertising Managers Association, Sheraton Boston, Boston, Mass.
- 17-20—New England Press Association annual winter convention, Sheraton-Boston Hotel, Boston, Mass.
- 19-22—Great Lakes Newspaper Mechanical Conference, Royal York, Toronto, Canada.
- 20-23—SNPA Foundation Workshop on Meeting Challenger to Press Freedom, U. Kentucky.
- 21-23—International Press Institute meeting of American and Belgian editors, publishers and broadcasters, European Economic Community headquarters, Brussels, Belgium.
- 21-25—KNIT Seminar on E.D.P. and the Systems Approach to Problem Solving and Decision Making, Miami, Fla.
- 23-26—National Newspaper Publishers Association Mid-Winter Workshop, Playboy Plaza Hotel, Miami Beach, Fla.
- 24-26—Tennessee Press Association convention and Press Institute, Hotel Sheraton, Nashville, Tenn.
- 24-26—Texas Press Association, Villa Capri, Austin, Texas.
- 25-26—New England Daily Newspaper Association, regular membership meeting, Marriott Motor Hotel, Newton, Mass.
- 26-February 2—Suburban Newspapers of America mid-winter meeting, Maui Surf Hotel, Hawaii.
- 27-30—International Newspaper Advertising Executives annual meeting, Hyatt-Regency, Houston, Tex.

FEBRUARY

- 3-6—SNPA Foundation Seminar on the Changing Economy of the South, Duke U.
- 3-15—API Circulation Managers Seminar, Columbia University, N.Y.
- 7-9—Alabama Press Association convention, Carriage Inn, Huntsville, Ala.
- 7-9—Northwest Daily Press Association, 55th annual convention, Sheraton-Ritz Hotel, Minneapolis.
- 8-10—Michigan Women's Press Club, Sheraton Motor Inn, Flint, Mich.
- 9-10—Southern Classified Advertising Managers Association Classified Phone-Room Supervisors' Conference, Ralston Hotel, Columbus, Ga.
- 10-13—Southern Classified Advertising Managers Association annual business conference, Ralston Hotel, Columbus, Ga.
- 11-15—KNIT Seminar on Effective Human Relations, Miami, Fla.
- 13-16—California Newspaper Publishers' Association Convention, Century Plaza Hotel, Century City, Calif.
- 17-March 1—API Publishers, Editors, and Chief News Executives Seminar (for newspapers under 50,000), Columbia Univ., N.Y.
- 17-19—Texas Daily Newspaper Association annual meeting, Houston Oaks Hotel, Houston.
- 20-23—U.S.-Canadian Relations seminar, sponsored by Canadian and American committees, International Press Institute, Sheraton Four Seasons, Toronto, Canada.
- 21-23—Ohio News Association Convention, Sheraton Columbus Motor Hotel, Columbus, Ohio.
- 24-March 1—Police-Press Relations Seminar, International Association of Chiefs of Police, San Francisco, California.
- 28-March 2—New England Association of Circulation Managers annual conference, Marriott, Boston, Mass.

MARCH

- 1-3—Maryland-Delaware-DC Press Association annual Winter Convention, Sheraton-Baltimore Inn, Baltimore, Md.
- 1-3—Mid-America Press Institute Editorial Page Seminar, Marott Hotel, Indianapolis, Ind.
- 2-5—Inland Daily Press Association, Brown Palace Hotel, Denver.
- 3-5—New York State Publishers Association winter convention, Rye Town Hilton Inn, White Plains, New York.
- 3-15—API New Methods of Newspaper Production Seminar, Columbia University, N.Y.

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EDITOR & PUBLISHER for December 22, 1973



The Buffalo area is really something else. Group it with other marketing regions and you reduce the efficiency of your media dollars.

For example: a lot of your TV dollars can go right outside the country. Into Canada. Fine, if you're in the Canadian market. But if you're not, what a waste.

The new 1972 Simmons Local Index report on newspaper reach is startling. The 5 time reach for adult women readers in the 11 county Buffalo ADI for the News is 75%.

Compare this with a 5 time TV spot schedule, each spot with a 15 rating. Reach? Approximately 35% of the adult women.

That's why we say, when you're thinking about advertising in the Buffalo area, think of it in a class by itself. It is.

BUFFALO EVENING NEWS

Represented Nationally by Story & Kelly-Smith

S&H Means Green Stamps

**But The Sperry and Hutchinson Company Means:
Carpeting, Furniture, Insurance, Banking,
Incentive Programs, Department Stores—
and S&H Green Stamps**

In 1896, Thomas A. Sperry and Shelly B. Hutchinson started the S&H Green Stamp service. People liked the "extras" stamps brought. They still do. Seven out of ten families save them. And S&H Green Stamps are still the biggest part of our business.

But The Sperry and Hutchinson Company today is other things, too. Quality companies such as Bigelow-Sanford, of "title-on-the-door" carpet fame. And Gunlocke, "the chair people." Your publisher probably sits in one—or should. And furniture manufacturers like Daystrom, "the dining room people," Lea, "the bedroom people," and American Drew. You've probably seen American Drew suites.

Then, too, The Sperry and Hutchinson

Company also means business and consumer services. Bayly, Martin & Fay is one of the biggest commercial insurance brokers. They insure things like the Long Beach, Cal. "Queen Mary," major motion pictures, and some of the nation's best properties. And there's The State National Bank of Connecticut. They hold the country's second oldest bank charter.

And there's Hens & Kelly, a Buffalo, N.Y. department store chain. Do they give S&H Green Stamps? Of course they do.

In 1972, it all came to sales of \$607 million. Still, \$363 million came from the trading stamp side of the business.

S&H. The Green Stamp people. And a lot more.



STAMP and PROMOTIONAL SERVICES: S&H Green Stamps • S&H, Ltd.

• Incentive Operations (Merchandise Programs, S&H Travel Awards) • Marketing Promotions
INTERIOR FURNISHINGS: American Drew • Bigelow-Sanford • Buck Creek Industries

• Daystrom Furniture • The Gunlocke Company • Interlock • Lea Industries • Paragon Design

BUSINESS SERVICES: Bayly, Martin & Fay • The State National Bank of Connecticut

• Magna Laboratories • Hens & Kelly

The Sperry and Hutchinson Company • 330 Madison Avenue, New York, N.Y. 10017

No Sweat Savings.



Sometimes the hardest work of all is trying to save a few extra dollars. Those everyday necessities just seem to eat up your paycheck until there's nothing left to tuck away for the future.

But there is an easy way to build a nest egg. The Payroll Savings Plan. Just sign up where you work, and any amount you specify will be set aside from each paycheck and used to buy U.S. Savings Bonds. It's so simple, you almost forget your money's there working for you.

And, pretty soon, you'll be surprised at how your savings have grown.

The Payroll Savings Plan. Takes some of the perspiration out of planning ahead.



Take stock in America.

Bonds mature in less than six years.
Now E Bonds pay 8 1/4% interest when held to maturity of 5 years, 10 months (4% the first year). Bonds are replaced if lost, stolen, or destroyed. When needed they can be cashed at your bank. Interest is not subject to state or local income taxes, and federal tax may be deferred until redemption.

CATCH-lines

By Lenora Williamson

"SOME OF YOUR JOKES WERE PRETTY FUNNY", wrote one young critic in his thank-you note included with those from other elementary school students to *Dayton* (Ohio) *Daily News* columnist Bob Batz after he told the class about the newspaper game. Bob was delighted with the letters, especially this one: "Dear Mr. Batz: Thank you for coming to see us. I did not know nothing about the newspaper place. I wish school was like your job and we could come to school whenever we want to and go when we want. Thanks for the autograph." But Bob doesn't know who wrote the letter because the kid signed it simply, "Yours truly, Bob Batz."

* * *

GREAT MUSHROOMS FROM OLD NEWSPAPERS GROW—Howard Wolinsky, writing "Off/Beat" in *Pasco Times*, a regional section of the *St. Petersburg Times*, made mention of Chicago artist Jim Higa's recycling technique of crimping, cutting, shaping, pinching, etc., old newspapers into art form mushrooms, flowers, turtles, and whatnot. And then Howard had another brief about scientists working on converting newsprint into food. He forecast: "The day can't be too far off when Florida's Best Newspaper will become Florida's Best Tasting Newspaper."

* * *

FULL-TIME GHOULISH PURSUITS have paid off for Jeff Rice, who started his career as a *Las Vegas Sun* reporter and was "Outstanding Journalist of Nevada" in 1968. But since then he has been writing thrillers and acting and turned out the prize winning tv movie "The Night Stalker" set in Las Vegas with a newspaperman stalking a vampire at large. Says the publicity release announcing a Pocket Books edition of the tv story, Jeff "gets his best writing inspiration in a tub of hot water." That conjurs up a plot idea too.

* * *

QUELLE WATERGAFFE (English translation, "What a Watergoff") was the headline in the French weekly newspaper, *Le Canard Enchaîné*, whose cartoonist Andre Escaro happened to be walking by the paper's new but unoccupied building and spotted suspicious activities (including police with walkie-talkies)—all of which led to the discovery that bugging devices were being installed. An unidentified editor told the *New York Times* reporter that the French governments had long spied on the satirical weekly. Asked by the Timesman why *Le Canard*—with a normal 500,000 circulation—printed only 150,000 extras with its front page story of the bugging, the editor sadly explained, "We ran out of paper."

* * *

IF E & P DOESN'T LIST IT—Faced with a record press corps for the Ann Arbor game with Ohio State, University of Michigan sports director Will Perry decided to look further into one request. He already had a contingent including 270 writers, 151 photographers, 122 radiomen, 51 messengers and 50 television workers. A fellow said he represented the *Flint Spokesman* and would like four press tickets and also two in the stands. Perry got out his E & P Year Book, but couldn't find any newspaper by that name listed in Flint. Request denied.

* * *

MORE FUN AND GAMES ARE AHEAD in brightener stories—even if there's a publicity plug involved—as the energy story continues. The *Detroit Free Press* gave a fresh illustration and box treatment in announcing that an innkeeper in Charlevoix, Michigan had installed a new energy conserving gimmick. "It's called a hitching post." The Grey Gables Inn owner said his friends have horses and hopes they'll ride into town for drinks and dinner. He'll throw in a bucket of oats with the price of dinner if the idea catches on.

EDITOR & PUBLISHER for December 22, 1973



SMALL TICKET ITEM

A 40-store, \$4,000,000 shopping center is **just the beginning** of a massive move to restore downtown Newark as the leading industrial and residential community!

Construction of this bellwether project is scheduled to begin within 10 months, with a completion date 12 months later. The new mall will be located directly below the Colonnade Apartments, a beautiful new middle-income high rise designed by Mies Van der Rohe.

With these restorations in downtown Newark, the trend to the suburbs is being reversed and is regarded as the beginning of larger major developments including high-rise offices and residential projects — a long-range multi-use-facility in Newark.

Reach Newark and **all** New Jersey thru the . . . Newark STAR-LEDGER.

THE **STAR-LEDGER**
NEW JERSEY'S LARGEST NEWSPAPER

A NEWHOUSE NEWSPAPER

Editor & Publisher

• THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959

GUEST EDITORIAL

Newspaper Outlook for 1974

By Jack Kauffman, President
Newspaper Advertising Bureau, Inc.

Whenever we try to look ahead for newspapers we must always bear in mind that they have a built in growth factor that keeps them moving upward under all kinds of conditions.

This inherent strength has enabled newspapers to surmount all kinds of problems—the problems they have because they are newspapers and the problems they share because they are part of the advertising business.

The last ten years have been particularly hectic for advertising. It's been a heyday for consumerism, and advertising has been subjected to criticisms and questioning. We took the position early in the consumerism era that these things would be good for newspapers. We maintained that newspapers are an information medium—that consumerism would increase the need of advertisers to provide meaningful, useful information.

We can look back now and see that we were right. Newspapers in the past ten years have more than held on to their share of the total advertising dollar. They have grown along with all advertising and their growth has been just a little faster than the average.

Considering the fact that daily newspapers already had nearly two billion dollars in advertising revenues when television first appeared on the advertising scene, their ability to maintain growth and momentum is remarkable. Between 1949 and 1972 newspapers added more than five billion dollars to their advertising revenues. The growth in newspaper advertising was greater than total television ad revenues which in 1972 came to \$4.1 billion.

In fact, newspaper advertising revenues in 1972 passed the \$7 billion mark. This was 30.3% of total advertising and almost as much as the combined total for television, radio and magazines.

The figures are not in yet for 1973, but we are now confident that daily newspapers will end up the year with advertising revenues totaling nearly \$7.6 billion. This would be an 8% increase over 1972, or a little better gain than the 7% we had forecast at the beginning of the year.

The newsprint supply pinch has stimulated newspaper managements to look closely at everything going into the newspaper—editorial and advertising—and the result is going to be better newspapers.

Now what about the year ahead? Traditionally, the year end is a time for looking forward as well as for looking back, and we at the Newspaper Advertising Bureau

make an estimate of what we expect for the coming year.

This year there are so many new factors of great importance to consider and to weigh that we have not yet arrived at our estimates for 1974. These new factors include the energy crisis, the newsprint situation and the emergence of shortages in many areas of the economy.

But even though we have not yet put a dollar estimate on newspaper advertising revenues for 1974, we are confident that newspapers' share of total advertising will continue to improve. This is a considered judgment, based on newspapers' role as an information medium. Like consumerism or concern for the environment, the energy crisis is going to make it necessary for advertisers to communicate more information to their customers.

What we're going through is a basic change in the role of advertising because we're going through a change in marketing. More and more sellers have to be concerned with communicating to their customers why things are the way they are. Even before the oil situation became acute, utilities and gasoline marketers were using newspaper advertising to tell their customers about impending energy problems.

The energy pinch is not likely to be a short range affair. President Nixon refers to his package of energy proposals as "Project Independence, 1980." That date is an actual estimate of how long it will take to carry out his energy recommendations.

Meanwhile, practically all aspects of American life will be affected, and companies in many fields will find that they have a growing need to tell their customers about changes in their products or services. The energy crisis touches the basics—food, shelter, clothing, transportation. This is in addition to its effects on such public issues as pollution, ecology, safety and employment.

So the push toward advertising that informs customers, which started with consumerism and concern for the environment, now gains force from the problems of shortage and strained supply. In advertising, the time of fun and games, whimsy and nonsense has been passing anyway.

The daily newspaper is an information medium in its advertising as well as in its news columns, and so it is reasonable to expect that advertisers will need newspapers for their expanding needs to communicate with their customers.



Charter Member,
Audit Bureau
of Circulations
Member, American
Business Press, Inc.



6 mo. average net paid June 30, 1973—25,271
Renewal rate—75.18%

The Oldest Publishers' and Advertisers'
Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdon established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: Margaret C. Fisk, Mar
Mehler, Jeffrey J. Mill, Edward M. Swietnick
Lenora Williamson.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston

Advertising Manager: Ferdinand C. Teubner

Sales Representatives: Donald L. Parvin, Richar
E. Schultz, Kenneth R. Schmitt, Donald W
Stribley, Earl W. Wilken.

Advertising Production Manager: Bernadett
Borries.

Assistant to the Publisher and Promotion Man
ager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia An
Stephenson.

Marketing and Research Manager: Albert B
Weis.

Librarian: Adelaide Santonastaso.

OFFICES

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10022, Phone: 212 752-7050. TELEX 12 510

Chicago: 111 East Wacker Drive, 60601. Phon
312-565-0123. Gerald B. Healey, Editor, Rich
ard E. Schultz, Donald W. Stribley, Adver
tising Representatives.

Los Angeles: 1830 West 8th Street, 90051
Phone: 213-382-6346. Scott, Marshall, Sand
& Latta, Inc., Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phon
415-421-7950. Scott, Marshall, Sands & Latta
Inc., Advertising Representatives.

Washington: 1295 National Press Building
Washington, D.C. 20004, Phone: 202-628-
8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Ken
England. Alan Delafons, Manager.

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letters

ON SIDE OF ANGELS

Regards to the December 1 report dealing with the grievous loss of revenues to the newspaper industry caused by state insurance regulations.

Seldom does a government employee feel safe in coming up front on an issue, but, in the words of a famous cigar manufacturer: "sooner or later . . . we're gonna getcha." M. Furth . . . we gotcha'.

As Shakespeare said: Me thinks thou dost protest too much. . . Could it be that Mr. Furth feels some small bit of responsibility, as a champion of the print advertising industry, for the loss of \$150 million in advertising accounts? After all, who advised their clients, and wrote all that copy to which the regulators so strongly objected? Who authored the technique which "accentuates the positive" (and ignores the negative) "scares 'em into buying" (no matter how remote the benefits): "signs 'em up for peanuts" (we'll get ours later); "got Art and Burl and Pat and Jack into the act" (but don't mention that they are doing it for money); "forgets the underwriting" (and doesn't mention the pre-existing conditions clause); "stampedes 'em into buying with a three-day enrollment period (and repeats the ad every two weeks); "gives 'em that box car figure" (and let them lie on their backs for five years in order to collect that amount)?

Used to be, when my father was a boy, insurance agents were highly respected; rating up with bankers and attorneys. Now they rate between army officers and used car salesmen (above advertising executives, however). Who do you suppose made them that way? I would speculate that they did it to themselves; and with tricks just like the ones listed above.

Let's get our sense of values straightened out, Mr. Advertising Man. Promise them a more active sex life to sell toothpaste if you must, but don't fool around with the financial security of people who will meet with real distress if the fine print takes away the essential benefit because they didn't understand the exclusions.

What was that figure again? Down \$150 million from \$200 million the previous year? The side of the angels must be winning!

ROBERT V McDAVITT
(McDavitt is public information officer for Ohio's Department of Industry.)

* * *

'PAST ALL HELP'

It's sad to watch the gradual but persistent evaporation of the sap in any homo sapien's skull . . . even when it's Norman Mailer's.

I couldn't help but be appalled at the gall of the guy in his recent poetry lecture at the University of Pennsylvania. His remarks, as quoted by Lenora Williamson in the December 1 issue, suggest that the man really is past all help:

" . . . reporters are what's left of the people who aren't bright enough to be lawyers, strong enough to be actors and

don't have hands steady enough to be surgeons . . ."

This from The Great American Writer who gave us MARILYN, with such memorable prose as . . .

"Yet if we are to grant her (Marilyn) this much effect upon the development of one American hero (Bobby), why not assume even more and see her death as the seed of assassinations to follow. For who is the first to be certain it was of no interest to the CIA, or to the FBI, or to the Mafia and half the secret police of the world, that the brother of the President was reputed to be having an affair with a movie star who had once been married to a playwright denied a passport for supporting Communist movements".

Page 243, MARILYN by Norman Mailer
If the writers of the *Washington Post* were to have engaged in such character assassination by assumption and innuendo, then the President and the former Vice President would certainly be justified in their attacks against the *Post* and all probing members of the 4th Estate. However, considering the source, I think all press reporters can consider these remarks a compliment.

TOM NIEKARZ
(Niekarz is vicepresident U-B Newspaper Syndicate, Van Nuys, Calif.)

* * *

TERMINOLOGY

It would be helpful for reporters in general to pay more attention to the precise terminology that they encounter in educational stories. Over the years I have had an opportunity to work with reporters in various states and represent various educational institutions, and I have found that changes in terminology by reporters or copy editors (apparently based on their own college experiences) can create confusion.

There is a difference, for example, between department chairman and department head, reflecting a different process of selection and appointment. Similarly, I believe journalists should not take it upon themselves to equate committee and department, degrees and options, or schools and departments.

Some other terms often confused are admissions and enrollment, candidates and graduates, semester and quarter, and credit hours with working hours. The latter error is especially devastating to public understanding of faculty workloads since the faculty member teaching 12 hours per week is likely working a 50 to 60 hour week at a minimum.

Undoubtedly there will be those who consider these suggestions of minor import. I would be interested in hearing from other educational writers who have additional examples or suggestions as to how we can achieve greater clarity and accuracy in telling the education story.

LACHLAN P. MACDONALD
(MacDonald is director, information services, California Polytechnic State University)

OUTDOOR CHRISTMAS LIGHT



DICK WALLMEYER

Long Beach (Calif.) Independent Press-Telegram

ENERGY BILL

The article "Energy Bill Gives President Power to Ban Advertising" (E&P, November 24) scares me about the extensive powers Congress might give to the President by including in the bill the right to regulate certain types of advertising.

Congress has complained that the President has too much power, yet if the energy bill is passed in its present form it will give the right to him to curb any advertising he considers to be the type promoting energy consumption. The problem would involve distinguishing between "energy" and "non-energy" advertisements.

Many advertisers with products placed in the "energy" category might wish to run institutional advertisements with promotion to keep their names in the public eye. Should they be deprived of doing so? Some advertisements would be for the good of the public.

During World War II there were justifiable restrictions concerning energy, but never an infringement on the right of any company to run truthful advertising. I hope the portion of the bill to ban advertising will be deleted.

S. AUSTIN BREW
(Brew is advertising consultant to the Ridgewood (N.J.) Newspapers.)

Short Takes

The IRS closed Honey's Ltd., for alleged nonpayment of nearly \$14,000 withholding taxes for the last half of 1972.—*Fort Worth Star-Telegram*.

* * *

A mediator in another dispute, between the Uninformed Firefighters Association and the city, said . . . Nashville *Tennessean*.

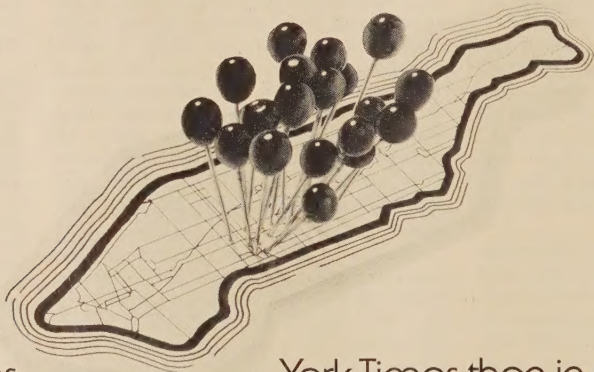
* * *

Miss N. reported on world government, "Gold in My Ear."—Hobbs (N. Mex.) *Daily News-Sun*.

* * *

But even after the passage of 10 years—a mere moment to historians, but a good part of a lifetime to those who loved through it—one still remembers, if only as in a dream, the mood of soaring emotion.—*Columbus (Ohio) Citizen-Journal*.

19 OF THE TOP 20 U.S. ADVERTISING AGENCIES ARE HEADQUARTERED IN NEW YORK.



These 19 agencies accounted for \$6,002,000,000 in billings in 1972—53 per cent of the nation's total.

One more good reason why media advertisers invest more promotion dollars in The New

York Times than in any other medium — print or broadcast, local or national, trade or consumer.

The New York Times
FIRST IN MEDIA
ADVERTISING AMONG ALL
U.S. NEWSPAPERS.

Press urged to get facts straight on energy crisis

Help from the news media to "separate fact from fiction" in the energy crisis was urged by C. Howard Hardesty, Jr., executive vicepresident of Continental Oil Company (Conoco).

"At this critical moment in our history, as we face a serious energy crisis, the industry and the public, are in urgent need of help from the news media," he said in a luncheon address to the Huston Rotary Club this week. Newspapers, magazines, radio and television stations and other media must help separate fact from fiction and clarify unfounded rumor and misleading statements. Invariably, a probe into the facts will expose misleading and inaccurate charges for what they are—and in the process help to maintain public perspective."

"Whether public response to our current energy crisis is constructive or destructive will largely be determined by the media," he said. "They have an awesome responsibility."

'Unsupported charges'

"We have witnessed a barrage of accusations against the petroleum industry which have served to defer both public awareness of the true nature of the problem and, in turn, constructive action," he said. "Unsupported charges of 'collusion,' of 'manufactured crisis,' of 'excessive profits' and 'improper exports'; serve to confuse the public."

"Each of those charges is inaccurate and misleading," he said. "None of those charges will produce one more barrel of oil, one more cubic foot of gas, one more ton of coal, or one pound of uranium to meet this winter's energy needs."

"Until the public learns the truth, it will be the victim of continued delay and the victim of government actions that could throttle back our long-range drive toward energy self-sufficiency," Mr. Hardesty stated.

He described as "inaccurate and misleading" Senator Moss' charge that, because heating oil shipments through the Colonial pipeline to the East Coast increased significantly, the Midwest was deliberately short-changed last winter. Pipeline movements to the East Coast did increase 16.1 percent, he said, but that was offset by an 8.6-percent decrease in tanker and barge shipments. As a result, distillate fuel oil from the Gulf to the East increased 4.6 percent last winter over the winter of 1971-72 compared to a 13.6-percent increase to the Midwest.

Refuting charges of high profits in the oil industry, Hardesty said, "Oil company earnings, measured by return on invested capital, have lagged behind all manufacturing industry for most of the last decade. During 1973, the petroleum industry

has experienced a sharp increase in earnings compared to 1972, but 1972 was a depressed year for the oil industry."

He said a national magazine survey shows that for the year ending September 30 the oil industry's rate of return on common equity was 13.2 percent—identical to the average for all industry in the survey. The oil industry's return was less than that of 19 of the 36 industries surveyed.

Compares growth

"Let's also take a moment to place petroleum company earnings in perspective rather than in headlines or on tv," he said. "In the first nine months of 1973 compared to 1972, the *New York Times* experienced an earnings growth of 91 percent, the *Washington Post* 57 percent and ABC 45 percent. These organizations all had a return on equity in excess of 15 percent and the return of CBS exceeded 20 percent. Why have we not seen a documentary or read an editorial that explains why these profits are good for the communications industry but bad for energy industries?"

Allegations of U.S. petroleum exports "have been exaggerated far out of proportion," Hardesty said. Well over half these exports are speciality products not related to the energy problem. Of the remainder, much of it comes back to the United States in other forms. Some West Coast exports cannot be burned in the United States because of environmental restrictions.

"The volume of petroleum imports into the United States in the first eight months of 1973 has been 26 times larger than the volume of petroleum exports," he reported.

"Caution should be exercised in any effort to restrict petroleum exports," he said. "Any changes or cutoff of oil exchange agreements the United States has with other nations could lead these countries to retaliate and further reduces U.S. oil supplies."

"If the petroleum industry expects the nation's news media to help, the industry will have to be more fully responsive to the media," Hardesty said. "To be sure, the oil companies are understandably occupied scouring the world for new sources of energy; nevertheless we have to become more readily available to the media and quicker with the answers to their questions. We have nothing to hide."

"In past national crises, the news media have served this country handsomely," he said. "Over the centuries, the record of our free press in fostering a free society has been brilliant. In this crisis, there is more at stake than helping to foster restoration of America's energy self-sufficiency; preservation of our free economy is at stake."

"All of us have our work cut out for us," he said. "We must resolve our short-term problems by conservation, more efficient use of energy and by a sensible resolution of the Middle East conflict. For the long term, we must establish our goals and harness together the efforts of all segments of society—industry, government, consumer, conservationist, news media—to the attainment of the goal of adequate energy supplies and a better world in which to live. Such a goal is not beyond our reach."

Non publisher to head Field Enterprises

Charles B. Stauffacher, 57-year-old vicechairman of Continental Can Company Inc. will become president and chief executive officer of Field Enterprises Inc. on February 1.

Stauffacher, who has had no prior experience in newspaper management, will succeed Marshall Field, 32, who will give up those responsibilities to devote more time to publishing the Chicago *Sun-Times* and Chicago *Daily News*. He will continue as chairman of Field Enterprises.

Stauffacher who has been primarily in management and finance, headed Continental Can's paper products group which included some paper mills, from 1959 to 1966. Field Enterprises is also in papermaking and cosmetics, education publishing and insurance.

Full color in Manhattan

Run-of-press full color will finally be available in a Manhattan-based newspaper on February 1st, when the 630,000 circulation *New York Post* lifts the lid on its color presses.

Many newspaper observers have felt that failure of any Manhattan based newspaper, to carry full color ROP advertising has had a negative effect on the use of ROP color for national advertising.

It is felt that Madison Ave. would see the advantages of color if it were exposed to it in regular use.

The Post, America's 2nd largest evening newspaper will charge an \$1800 premium for full color and requires 600 line minimum size ads. The Post has a 6 column 1200 line page tabloid format. The paper presently offers spot color to advertisers.

Former Chief Justice Warren attacks government secrecy

Secrecy in government is the incubator for corruption, Earl Warren, Chief Justice of the United States, retired, told a National Press Club audience on December 13.

He asserted that refinement of the Freedom of Information Act was needed to open wider the doors to information about what government in all echelons is doing.

Warren suggested a joint study by the professions of journalism, law and political science and representatives of federal and state government to define the essential areas of confidentiality in government.

He thought that "might be the best way to avoid another Watergate which we can ill afford, and thus fulfill our Constitutional obligation to keep it possible for the people to govern themselves."

Drew Pearson Awards

The Chief Justice spoke at a luncheon at which the 1973 Drew Pearson Awards for investigative reporting were presented to a number of newsmen. What Donald Larrabee, president of the National Press Club, called "The Nobel Prize of Journalism," was given to Jerry Landauer of the *Wall Street Journal* for his articles on the alleged receipt of money for favors by former Vice President Spiro Agnew. Mrs. Drew Pearson, widow of the columnist, gave Landauer a check for \$5,000.

Mrs. Pearson gave \$1,000 checks to Ward Sinclair, a reporter for the *Louisville Courier-Journal* for his reporting of the affairs of the United Mine Workers; to Edward Fouhy and Roger Pierpoint, CBS reporters, for their investigation of circumstances surrounding the grant of national bank charters in Key Biscayne, Fla., to institutions with which President Nixon's friend Charles (Bebe) Rebozo was associated, and to Clark Mollenhoff, Washington bureau chief for the *Des Moines Register & Tribune* for sustained contributions to investigative reporting.

"It would be difficult to name a more efficient ally of corruption than secrecy," Justice Warren said. "Corruption is never flaunted to the world. In government it is invariably practiced through secrecy. That secrecy is found in every level of government from city halls to the White House and the Hill, and if anything is to be learned from our present difficulties, compendiously known as Watergate, it is that we must open our public affairs to scrutiny on every level of government."

"We have the right to compel our public officials to keep the avenues of information open so the public can know and evaluate the character of their work from day to day. Then it would be the responsibility of the news media to inform the public of both the accomplishments and the derelictions of their officials."

Policies of secrecy are "cancerous to the body politic" Justice Warren said, "and must be curbed by adequate legal guide-

lines and then by scrutiny of the people for use in the electoral process. The fulfillment of the latter, however, depends on the preservation and stimulation of a free press, because the people cannot be adequately informed by the public relations departments of the numerous agencies which justify their activities through news releases and subtle propaganda.

Not a privilege

"When we open up government files and documents we are not according the press any preference, but we are making available to all citizens alike the opportunities to know what their Government is doing. It is then that the press becomes free through investigative reporting to inform the people of the actual state of affairs and put its interpretation on it. If it does the job well, the people are the beneficiaries."

"The investigative reporting of the past year is entitled to high praise and the gratitude of every American. Without it its disclosures of bribery, perjury, conflict of interest, obstruction of justice, etc., would probably have passed without official action."

In remarks preliminary to presentation of the awards and the introduction of Justice Warren, Larrabee, whose presidential term is about to end, said that there was much the news media could be proud of in its 1973 performance exposing corruption and skulduggery in government but he injected a note of caution.

"In our zeal to demonstrate the misuse and abuse of power in the executive branch, let us not be too ravenous to expose, so hungry ourselves for power that we become irresponsible, that we disregard fundamental rights," he said.

When the Pearson Awards were bestowed a year ago, Larrabee recalled, the media was "pushing for bills to shield the press. We were asking for special privilege in law. But as the press began to find ready, confidential sources around every corner, we lost interest in special privilege. We stopped asking for a special privilege that could just as easily be taken away."

"And now, unless I misread my colleagues, we are prepared for the most part to rely on the First Amendment which remains one of the great freedoms that any government has ever bestowed upon its citizens."

At this point in time, Larrabee said, "the First Amendment looks good to us in public communications."

Retires from PanAm

S. Roger Wolin, Pan American World Airways public relations director in Miami and a 37-year veteran of the company is retiring. Succeeding him is Sergio Betancourt, who has been regional director of public relations for South America.

Bill seeks change in Secrets Act

An overhaul of the government's secrecy system was proposed yesterday by House Government Information Subcommittee Chairman William S. Moorhead (D-Pa.).

"Secrecy by presidential fiat is improper in a democratic society," he said as he introduced comprehensive legislation. He said his panel plans hearings next spring.

The Moorhead bill would provide automatic declassification after 15 years of previously classified national defense information, and would limit top-secret classification periods to three years in most cases. He said it would grant a special clause for a narrow category of highly sensitive national defense information.

It also would set up an independent classification review commission. The nine members would have broad authority over the handling of secrecy classification work in the executive branch, and would have power to settle disputes between Congress and the President over classified information requested by a majority of either house of Congress, among others. The commission's decisions would be subject to court review.

Congress would watch over the handling of the security system. The use of top-secret, secret and confidential designations would be "strictly enforced to eliminate the erroneous classification of millions of documents each year," he said.

Principal wins libel suit against weekly

Fred Dunn, principal of Peary High School in Rockville, Md. has won a \$356,000 libel judgment in his suit against the weekly *Montgomery County Sentinel*, which rated him "unsuited" for his job in a March, 1971 article.

A Frederick County jury deliberated less than three hours December 11 before ordering publishers Bernard and Leonard Kapiloff to pay \$250,000 in compensatory damages and \$100,000 in punitive damages. Former editor Roger Farquhar was ordered to pay \$5,000, and former reporters William Bancroft and Bob Woodward ordered to pay \$500 each.

Woodward, now at the *Washington Post*, is a Pulitzer prize winner for his Watergate coverage. Bancroft is now employed at the *Twin City Sentinel*, Winston-Salem, N.C.

The March, 1971 article entitled "Our High School Principals: How Good Are They?" featured a front page box with ratings for each principal. Dunn, 50, was one of two area principals rated "unsuited."

Lawyers for the paper said they would appeal the decision.

Price boost

The *Maine Sunday Telegram*, published in Portland, has increased its price-per-copy from 40 to 45 cents. The newspaper is owned by the Guy Gannett Publishing

Widespread implications seen in prior restraint decision

In April 1972, the U.S. Government obtained a court order enjoining Victor Marchetti from disclosing any information about the CIA—factual, fictional or otherwise—without prior consent of that agency. Should Marchetti speak out, he faces instant imprisonment—without jury trial—for contempt of court.

In the January issue of *Harper's* magazine, Washington editor Taylor Branch discusses the background and the implications of the first case of legally sustained prior restraint on national security grounds in the history of American law. Marchetti resigned from the CIA in 1969 after fourteen years service. Together with co-author John Marks he wrote a 500-page expose of the CIA planned for publication by Alfred A. Knopf. CIA censors seized the manuscript from the publishing house in New York and deleted 339 points on national security grounds, reducing the text by more than one-fifth.

Marchetti estimates that approximately one fourth of the deleted material already appears on the public record—he himself, for example, had published a magazine article in which he reported that Rocky Mountain Air of Arizona is a CIA domestic front airline.

Dirty tricks projects

According to Branch in "The Censors of Bumbledom," Marchetti reveals in the book that in its twenty-six year history, "the CIA has been unable to penetrate the governments of the major Cold War opponents." Furthermore, he explains the inconsequential role of espionage: "In 1964 the agency learned that the American Embassy in Moscow had been bugged from top to bottom since 1952 . . . for twelve years the KGB had access to every secret message within the embassy, and to the cable exchanges with Washington, with little evident advantage." Marchetti and Marks assert that two-thirds of the agency's budget is devoted to dirty tricks projects and paramilitary operations—during its lifetime the agency has not anticipated one outbreak of war or armed confrontation.

The manuscript describes a number of the agency's secret projects, but one particularly ludicrous project was censored to protect security. Marchetti told Branch, "I'll give you one example that they took out because I can't imagine the agency could stand the publicity of putting me in jail for revealing it. We spent hundreds of thousands of dollars and several years to develop a bugging device that could be surgically implanted inside the body of an ordinary house pet. The idea was finally scuttled when someone realized that we couldn't control the animal's movements to put it within the range of sensitive conversations, even if we could somehow place a wired cat or dog in the household of a target person. Many of the Agency projects are like that—pitifully silly."

Marchetti revealed that to contain the Communist menace and support demands for increased anti-Communist budgets at home, the agency developed a scheme to make Americans believe that many of their neighbors were reading the official newspaper of the Communist Party, the *Daily Worker*. Operatives invented thousands of phony names and addresses for new non-existent subscribers; they then sent taxpayers' money to the Moscow newspaper to be able to point to its burgeoning circulation.

The Government's case is based on Marchetti's violation of the secrecy contract he signed when joining the CIA. If Marchetti and Marks cannot reverse the court decision, the ruling would carry widespread implications for all government dissenters. "Conceivably," Branch writes, "the Justice Department could obtain an injunction against anyone, in or out of government, who has signed a secrecy oath and is suspected of leaking classified material. This would not be of much use against isolated, unanticipated leaks to the press, but it would be a potent weapon against the known dissenters with a lot on their minds—people like Morton Halperin, or Ellsberg, or the Kissinger aides who quit in protest. Even a casual leak would be much more dangerous for those under injunction, for it would pose the risk of being jailed instantly for contempt of court."

Photog pushed, hit by official and aide

John White, a photographer for the *Chicago Daily News*, was grabbed, pushed, and punched in the face last week in an altercation with a city alderman and his bodyguards.

White was attempting to take pictures of Ald. Thomas Keane on the Civic Center Plaza. Keane had just left the building after being acquitted on charges of misconduct and conflict of interest.

When Keane and about eight other men walked onto the plaza, Keane approached White, grabbed him and shook him.

"While he was still holding me he said, 'Get that camera,'" said White. Several witnesses, including two other news photographers and *Chicago Sun-Times* columnist Tom Fitzpatrick, reported seeing the incident.

After Keane let go of the photographer, a burly bodyguard punched White in the cheek and in the ensuing scuffle, White's camera was pushed into his face, hitting him in the mouth.

White said the incident began inside the building, when Keane's bodyguards tried to prevent photographers from getting off an elevator.

State Attorney Bernard Carey said his investigators will talk to witnesses to determine if battery charges can be filed.

Arkansas court upholds criminal libel statute

The Arkansas State Supreme Court has upheld that state's criminal libel statute and ordered *Sharp Citizen* editor Joseph Weston to stand trial on charges of criminal libel.

Weston's case had earlier been dismissed by Circuit Court Judge Henry M. Britt, who declared the criminal libel law to be too vague to be constitutional. The state Attorney General appealed his decision.

Weston was arrested and charged with criminal libel in September, 1972. The 37-year-old law he is charged with violating states: "A libel is a malicious defamation, expressed either by writing, printing, or by signs or pictures, or the like, tending to blacken the memory of the dead, or to impeach the honesty, integrity, veracity, virtue or reputation, or to publish the natural defects, of one who is living, and thereby expose him to public hatred, contempt and ridicule."

The article cited in the libel charge against Weston calls a local judge illiterate and says another politician owns a still which "he inherited from his father."

In its decision, the Arkansas court quoted from an article by an Arkansas professor on the need for restrictions on freedom of speech.

The section quoted by the court read: "No society yet organized by mankind has been willing to permit the completely free and untrammelled communication of every possible idea that might emerge through the lips or pens of those who seek for one reason or another to affect their fellows by the use of words . . ."

Weston reported that his next step may be to seek a writ of certiorari to the U.S. Supreme Court. "We also are preparing to start the defense again at the lower circuit court level."

He added, "We want a clear decision for the benefit of the press as a whole, not just something to get me off the hook on some trick or something."

Weston charged, "The particular criminal libel law that was held here to be constitutional was enacted in England soon after the politicians discovered that the invention of the printing press had placed them in danger of their theretofore unchallenged power."

He added that the criminal libel law "helped bring about the revolutionary war" in this country. He called for the financial support of other newspapers for his defense.

Grand marshal

The Peanuts comic strip will provide the theme for the 85th Tournament of Roses. Charles M. Schultz, creator of Peanuts, will be grand marshal, with 60 floats depicting his "Happiness Is . . ." slogan.

Smaller dailies complain about ad bureau services

By Gerald B. Healey

With the target effort being to improve communications with the smaller daily newspapers, 50,000 circulation and under, the Newspaper Advertising Bureau has launched a series of workshops in Mid-Central states. The idea is to rekindle the spirit of cooperation between the Bureau and advertising managers and show various dailies what the Bureau has to offer.

The workshops have a two-fold purpose in this respect—to review materials available to members and to gain new members, the latter a job which has been assigned to Mike Kelly, head of the Chicago office of the NAB.

The initial regional workshop was conducted December 6 at Dubuque, Iowa with Kelly and Bill Solch, manager of the retail section of NAB laying out the Bureau materials and listening to suggestions from representatives of 20 newspapers.

Back to basics

Reaction of most advertising managers to some of the Bureau materials made it clear that in the face of what may evolve into a softer economy it is time to get back to the basics of advertising sales and sales ideas.

Solch said that with a business recession possible in 1974 due to the energy crisis and the threat of other shortages it may be the right time for advertising salesmen to convince customers not to cut back on advertising, but to increase space to combat whatever crises may arise.

Solch said it was clear that smaller newspapers don't need and should avoid "the Madison Avenue stuff that is coming out" and advertising managers should be pressing salesmen to sell from the local angle.

In the matter of improving communications, Solch said there is a mailing list problem at the Bureau which is in the process of being improved as a means of bettering communications.

Poorly distributed

It was agreed that material being sent to the publisher in a lot of cases is not getting any farther than his office and that ad managers should be privy to all material that goes out from the Bureau. This broadening will extend even to Classified managers starting in January, Solch said. He pointed out that it is the newspaper's responsibility to make sure that all mailed material is being properly distributed.

One workshop participant mentioned that a great deal of Bureau material is too sophisticated for newspapers "in the backwoods".

Solch disagreed, saying that sophisticated material can be adapted to so-called "backwoods" papers and he urged the participants to help the Bureau by "sending us your good ideas and your success

stories." He said also that art work in ads can be fashioned on the basis of a local situation, still using the Bureau approach. The secret lies in localizing art work to tie in with a local situation.

Hundreds of newspapers around the country are doing good things that the Bureau never sees even though these materials have been requested, Solch said.

Shopper help sought

One manager asked the Bureau for help in competing with shoppers and Solch said that while the Bureau cannot come up with the answers to every local problem his office is willing to work with members on some of the more pressing ones.

Another would like to see a Bureau presentation which included sales material for smaller markets and he was assured that this is in the works.

Kelly said the Bureau is anxious to be represented on retail programs with state advertising organizations as a further means of getting back to basics. He emphasized the necessity of more personal contact between the Bureau and newspapers to let individual members "know what we are doing." A contact man, James Healy, has rejoined the Bureau for this purpose and will be working along these lines starting the first of the year.

The Chicago NAB office is working out a schedule based on demand for other workshops and intends to conduct regional meetings through the winter and spring of 1974. It was indicated that such workshops might spread to other sections of the country if interest is evidenced.

50-hour week, blackouts may affect papers

The California Newspaper Publishers Association reports that in the city of Los Angeles the municipal-owned Department of Water and Power has requested that business and industry in the city be limited to 50 hours of operation a week and a plan for rolling blackouts may be adopted.

As the ordinance is written, newspapers and radio and television stations would not be exempt from this ban.

Representatives of the newspaper and broadcast industries are opposing the proposal as being against the public interest.

Free car pool ads

The *Patriot Ledger*, Quincy, Mass. began offering free car pool want ads on December 7. Auto owners willing to take riders are asked to give details of their starting time, route and destination. The newspaper advises those placing an ad to assure themselves that they will be traveling with a "responsible" person.

Knight chief scores use of light paper

"Quality requirements for both news and advertising are best met by 32 lb. paper," Knight Newspapers Inc. president Alvah Chapman, told EDITOR & PUBLISHER this week.

"We have raised some questions with our friends in the newsprint industry regarding the overall cost and quality of 30 lb. paper," Chapman said. "While 30 lb. newsprint can be used in times of shortage, we feel that anything lighter can seriously harm our products."

As previously reported, several newsprint mills have changed over to lighter paper grades.

Fla. reporter loses bid for rehearing

A Dade City, Fla. circuit court judge refused December 17 to rehear the case of Lucy Ware Morgan, a *St. Petersburg Times* reporter who faces five months in jail for refusing to identify her news sources.

Morgan's motion before Circuit Judge Robert Williams claimed her lawyers did not have time to prepare a defense on November 1, when she was subpoenaed by State Attorney James Russell in the morning for a contempt hearing in the afternoon (E&P November 10).

Russell contended that Judge Williams no longer held jurisdiction in the case, since Morgan's conviction was being appealed. Judge Williams agreed and dismissed Morgan's motion.

Patterson fellowship winners announced

The fellowship winners in the ninth annual Alicia Patterson Foundation competition are Orde M. Coombs, freelance writer; Susan Jacoby, freelance writer; and Trudy Rubin, staff writer, *Christian Science Monitor*.

The three journalists will receive travel, living and related expenses for themselves and their families during 1974. Coombs will write about the making of a Black middle class family in the United States. Ms. Jacoby will write about the New Americans: Immigration Today. Ms. Rubin will go to the Middle East and study the impact of the 1973 Middle East war on Israeli and Egyptian society.

Canadian supp folds

The *Canadian Star Weekly* will cease publication after the issue of December 29 but the color magazine section still be available as the *Canadian Magazine* in major newspapers, a spokesman said.

E. J. Mannion, president of Southstar Publishers Ltd., said the closing was due to greatly-increased newsprint costs and the fact that the magazine had not been available for four weeks because of a strike at the printing plant of the Montreal Standard Publishing Co. Ltd.

Advertising scene

By Daniel L. Lionel

SELLING CLASSIFIED IN 1974

Ray Greene, the newly appointed vicepresident of the Newspaper Advertising Bureau's newest division, Classified Advertising, sees 1973's projected \$2.2 billion revenue surging into the \$4½ billion range by the end of this decade.

Looking back to 1960, in an interview with this reporter, Greene noted that many industry observers felt that classified revenues, which in that year hit \$800,000, was reaching a peak and would begin to level off. Yet, it doubled ten years later and is still the fastest moving newspaper advertising classification.

The Bureau's new division head doesn't see either the past growth nor the optimistic projections for the future happening automatically but he does feel that the recognition and respect classified is achieving from publishers will enable the necessary moves to be made to assure its continued growth.

In his first month on the new assignment, the former CAM of the *Baltimore (Md.) News-American*, has been busy meeting with various classified groups including ANCAM's Action Committee. On the basis of these meetings he has come up with three basic projects for immediate implementation. These include:

1. Development of the Merchandise For Sale Classification

Pointing out that Merchandise for Sale has the highest percentage of regular readership of any want ad category, yet he notes that on most newspapers it rates relatively little attention from potential commercial users. Greene sees this category as a magnet for readers who are looking to buy. "It represents a second market place in the newspaper for display advertisers who might otherwise put a secondary budget into electronic media," he said.

A call to member CAMs to provide examples of classified merchandise campaigns brought Greene an immediate response from all over the country. He found that major chains like Sears, Wards and J. C. Penney are regular users in many areas.

2. TELEPHONE SALES TRAINING PROGRAM

Already in preparation and scheduled for its premiere at the June ANCAM Conference in Milwaukee is a telephone sales training film. The emphasis, in this case, is to be on telephone soliciting and resoliciting. The thinking and experience of outstanding telephone room supervisors and telephone company experts will be brought to bear here to upgrade the efficiency of the thousands of newspaper telephone solicitors. The film will be made available to members for individual newspaper use.

Other training film projects call for those dealing with Voluntary Ad Taking; and Upgrading Running Commercial Accounts.

3. ALL MEMBER NEWSPAPER CAMS TO RECEIVE BUREAU

MAILINGS

Where formerly, CAMs received limited bulletins relating to classified, Greene believes that virtually all of the research and information bulletins sent out by the Bureau can help CAMs do a better selling job. Such recent studies as 'Working Women' and 'Leisure Time Activity' for example, have direct application to classified advertising categories from instruction and help wanted to boats, recreation vehicles and autos.

In addition to the above, the Bureau classified head has a number of goals he hopes to achieve in the year ahead.

In the first quarter he will make available to all member CAMs a list of all the co-operative advertising opportunities where classified advertising may be used. Working with Dick Bogash, the Bureau's vendor co-op director, Greene will coordinate the co-op data with advance announcements to the two major classified promotion organizations. The promotion organizations will provide clips of related ads in their monthly syndicated releases to tie in with co-op bulletins for particular manufacturers/Greene sends to the CAMs.

Closer relationships are to be established with Greene with major trade associations whose members are key classified advertisers. These include the National Association of Realtors, The National Association of Automobile Dealers, the National Association of Home Builders, etc. He plans to exchange bulletins with these groups, appear at their conferences and make presentations on a national level. Greene also plans to reinstate the Annual Trade Association luncheon for these groups at which the Bureau hosts their top officials and recounts developments in the newspaper business that relates to their sales efforts. The luncheon will be held in Washington next Fall.

A presentation for greater use of classified advertising by the armed forces is also on Greene's agenda for 1974. While some use is made of classified, Greene feels that far greater use should be made of the medium in the enlistment drive that has replaced the draft. Other projects Ray Greene is planning call for a research on copy effectiveness in 4 categories: Automotive, Real Estate, Employment and Merchandise. Also he plans to incorporate classified information in the Bureau's Data Bank of which is now in process of development.

Asked about the tendency in some isolated areas to meet the current newsprint shortage by cutting classified one or two days a week, Greene said "Classified is generally the last thing touched in saving space. Each page of classified represents the interests of hundreds of advertisers and thousands of readers." Agreeing that headings, promotion and even white space, though, lucrative, may be cut to meet the pinch, he drew the line at touching the ads themselves.

Dodge slates small car ads in ROP and classified

Newspaper advertising's ability to quickly and thoroughly accommodate an increasing consumer interest in detailed comparisons is being used by Dodge to capitalize on its strength in the booming small car market.

With 56 percent of its 1973 calendar sales in small cars, tops among the "Big 3" nameplates, and with its '74 production of small cars accelerated, Dodge has scheduled ads in the top 61 markets in the U.S. between now and the first of the year.

Use of newspapers, according to general sales manager, George Bilque, reflects both the speed they offer in responding to the marketplace, and the changing nature of car shopping.

He said, "Today, more so than ever before, car buyers are saving newspaper ads to study and compare details, features, and economy before they burn up a lot of gas driving from dealership to dealership. We have a solid, impressive story to tell about our small cars and newspaper is the best way to quickly get that story across."

Featured in the ads are the Dodge Dart Swinger and Dart 4-door custom sedan and a special automatic transmission offer.

In addition to black and white display ads in the classified sections of the daily newspapers in the top 61 markets, the campaign also includes 19 black newspapers, three national newspapers.

BBDO is the agency for Dodge.

Paper company buys double-truck ad

"It's easier to make a mess than it is to clean it up."

So goes the headline on the double-truck newspaper ad which kicked off a project by N.W. Ayer/Baker, of Seattle, for the St. Regis Paper Company's Tacoma, Wash., operation.

Its aim—to clear the air of any questions about the firm's environmental concern.

The campaign was kicked off with a double-truck ad which appeared in the *Tacoma News Tribune* on November 16.

Ads in the *Tribune* plus a continuing campaign in daily and weekly papers in the area are following.

Cited for enterprise

Robert Morgan of the *Dyersburg (Tenn.) State Gazette* won the first annual Malcolm Law Memorial Award for Enterprise Reporting at the December 8th convention of the Tennessee AP News Executives Council. The award was named in memory of the late associate editor of the *Jackson (Tenn.) Sun*, who was president of TAPNEC when he died.

Dean Stone, managing editor of the *Maryville-Alcoa (Tenn.) Times*, was elected president of TAPNEC succeeding Weldon Grimsley of the *Nashville Banner*.

News Council to pursue Nixon's tv news complaint

By Margaret Cronin Fisk

The National News Council has decided to pursue its investigation of President Nixon's charges, made in his October 26 press conference, that the network news programs contain "outrageous, vicious and distorted" reporting—despite White House refusals to provide the council with specific charges.

The Council, established in August as a national press ombudsman, had launched its investigation shortly after the charges were made. In early November William Arthur, executive director for the Council requested specific charges from the administration.

At the time Ken Clawson, deputy director of communications said the White House would comply with the request.

However, despite several phone calls, telegrams and even meetings with White House officials, no specific charges were made. General areas of discontent with network reporting were discussed. Some of these areas included the ITT settlement, Bebe Rebozo's finances, and the Christmas bombing of North Vietnam.

No time to cooperate

But specific offending broadcasts were not outlined. On December 7, White House deputy press secretary Gerald Warren said the administration "simply doesn't have the staff or the time . . . to join in any cooperative research study."

However, the council does not consider the investigation closed. Associate director Ned Schnurman noted that Zeigler "invited us to come back." Sometime next week Schnurman and Arthur will meet with Zeigler again to further request specific instances of "outrageous and vicious" reporting.

Arthur said, the investigation would continue "until we finally come to the point that the White House refuses to provide us with specifics." In going back next week, the Council staff will take to Zeigler logs of network broadcasts covering the sensitive areas discussed in previous meetings and interviews.

Not endless

Schnurman said "the next meeting is the critical one. We're pursuing this as far as possible." But, he added, the council would "not endlessly go down to the White House with hat in hand."

The decision to continue to pursue the investigation was made at a national meeting with the Minnesota Press Council December 10 and 11. Schnurman said the Council decided to pursue because the President's charges were "very serious."

He added, "We're not here as an agent of the media but as a public organization examining things. There is a tremendous amount of skepticism in the United States as to the motives of the press."

A complete investigation of the Nixon charges, Schnurman noted, does not have

to be anti-media. If the next meeting with Zeigler is still unproductive, Schnurman added, "we can issue a strong report about the White House not cooperating."

Second study

The Nixon charge against the networks is the second major investigation undertaken by the council. The first is a study of access to the media, spurred by the recent *Miami Herald* case in which that paper was ordered to provide right or reply space to a local politician.

For that study, the council commissioned Columbia University law professor Benno C. Schmidt. Arthur estimated that the Schmidt's study would be completed next month.

Both of these major investigations have been initiated by the council. The council also hears grievances against the national media. (The by-laws preclude complaints against local media in order to limit the council's purview to a manageable size.)

Few Grievances

The number of grievances against the national media—networks, wire services, Washington bureaus of newspapers, magazines—has been fairly light. Arthur partially attributed this to the "professional level" of the national media.

Schnurman said "our correspondence is in the hundreds, but substantive complaints are probably only 25-30 out of that." And about a "dozen" of those are ones the council were able to pursue. "Some drop by the wayside because the complainant doesn't pursue," he said.

Before considering a grievance, the Council rules require that the complainant first complain to the news medium involved.

Arthur said that "most letters are merely emotional," with vague complaints against the whole press.

For example, one recent letter that arrived in the Council office asks the council to "do something about the irresponsible (sic) way the media (both air and press) are treating our president."

Then the letter calls for a law which will send a newsman to jail for "reputation murder" if he's unable to prove something he wrote.

Another letter writer wanted the Council to investigate why ABC News anchorman Harry Reasoner "sneers every time he mentions President Nixon's name," Schnurman added.

Even the complaints that are pursuable seem petty. Accuracy in Media, a conservative media watcher group complained to the council in September of CBS commentator Eric Sevareid's use of the word "heavily" in describing media coverage of the Hue massacre in Vietnam.

After three months of correspondence the council sent a letter back to AIM announcing its decision—that Sevareid

Cox, 60, Times vp, financial officer, resigns

Francis A. Cox, vicepresident and chief financial officer of The New York Times Co. since 1967, has resigned and will retire on January 31, 1974. He is 60 and joined the Times as secretary in 1951, becoming treasurer in 1954.

Arthur Ochs Sulzberger, chairman and president of the company, said his resignation stemmed from "differences on matters of management."

was within his rights in using the word because he is a commentator.

Arthur said "any complaint that comes in is worth our effort to respond. We will hear complaints from every part of the public—even AIM."

Serious complaint

A more serious complaint was one recently lodged against *Newsweek* complaining of coverage of the recent Chile coup. *Newsweek* put one figure on the body count following the coup and other media differed. The *Wall Street Journal* went so far as to run an article countering the *Newsweek* article and running a rebuttal by the *Newsweek* executive editor, Ken Auchincloss. Schnurman called this "an unusual case where the press itself is holding a public hearing."

The Council has not come to any decision on that grievance. The Council decisions have no legal binding on the media. The Council "depends solely on publicity for its effectiveness." It can't compel evidence or force compliance with its findings. And Arthur assures that the Council will never ask a reporter to reveal his source.

The Council was established in August following a study by the Twentieth Century Fund. The Fund now provides 25% of the Council's budget, The John and Mary Markle Foundation provides another 25%. The following foundations provide the rest of the funding: The Mary Reynolds Babeck Foundation, the William Benton Foundation, the Pauline and Louis Cowan Foundation, Patrick and Anna M. Cudahy Fund, the Mellett Fund for a Free and Responsible Press, the Jane and Leo Model Foundation, the Poynter Fund and the Ernest D. Van Loben Sels-Eleanor Slate Van Loben Sels Charitable Foundation.

The council is funded for three years with an average budget to \$400,000 per year. The first year budget is \$350,000. Costs are expected to go up in the second year's as complaints and investigations increase. The council expects to hold public hearings on some cases in the future.

Will is syndicated

The Washington Post Writers Group will offer George F. Will's columns for national syndication on January 1. Will is Washington editor of *National Review*. His opinion columns have been running for nearly a year in the *Post* on the editorial page under a special arrangement with the writer.

'This is for real'

TEACHING NEWSPAPERS PROGRAM

Radical changes in journalism learning have been brought about by the Teaching Newspapers Program at Northwestern University, Chicago. The project, embarking upon its second year, has provided opportunities for students, newspaper editors and editorial staffs to work together in a common interest.

Editors who have tackled the program which is an academic option, not an honors program, for all undergraduates of Medill School of Journalism, are high on the fine work being turned out by their charges who work at the paper for one quarter of their junior year. The students eagerly welcome the chance to work with editors and reporters who are willing to spend hours of their time assisting them and evaluating their work.

Teaching Newspapers, beginning a year ago, had six times as many students participating this fall and four times as many newspapers. In the fall of 1972, there were three students in an experimental program involving two newspapers. This fall, there were 18 students and eight newspapers.

Newspapers participating in this unique academic program (a ninth paper was added recently) are smaller, highly professional dailies throughout the midwest and south. Editors of the papers are part-time faculty of Medill and thus are responsible for monitoring, instructing, counseling and criticizing student work.

Three newspapers are currently considering entering the program. They, with participating papers' editors attended a formal discussion session December 1 at Northwestern, led by I. W. (Bill) Cole, Medill dean.

Orientation of students

Discussions dealt with orientation of

students to the newspapers they worked on for 10 weeks, types of assignments they handled, copy editing instructions, introduction of students to the new technologies in the newsroom, and strengths and weaknesses of students in the program.

It was noted at the session that at a time when college enrollments generally are levelling off and in some cases dropping, the number of students going to journalism schools is increasing. There are 703 at Medill. The substantial jump in journalism majors was reported in an annual financial study of the accredited schools and departments of journalism and mass communication by the American Council on Education for Journalism.

There was agreement that the Teaching Newspapers Program has showed that reporting can be taught more effectively in a "live laboratory" newspaper environment rather than in a classroom. The Medill program offers educational opportunities for students beyond what might be expected of a student intern or summer-vacation-relief newspaper experience.

The concept is that students receive an early appreciation of the problems and challenges of being a reporter. Students who are from large cities learn to appreciate the differences in life style in smaller communities. Students without previous job experience can quickly produce a great deal of published material to use for possible future jobs.

The program began with discussions with Dean Cole and John Gardner, editor and general manager of the *Carbondale Southern Illinoisan*.

Future growth of the program may see more than 12 newspapers with the capability of teaching 26 or more Medill un-

One student writing in a publication "Dean's Notes" (Northwestern) said Tom Ryder, city editor of the *Evansville (Ind.) Press*, told him when he reported for work: "This is for real. It's not a classroom assignment. Remember, our readers are depending on you. The student concluded that instead of one instructor, he had a team of 30—the staff of the Press. Instead of reading how to cover government, he did it."

As in Evansville, that's exactly what happens in Carbondale and other participating newspaper offices. Students become involved in the community.

As Gardner explained to E&P as he prepared to hold one of his weekly meetings with four students assigned to the Southern Illinoisan the practicum participants' duties are two-fold. They handle specific spot assignments and are assigned to a project or projects on which to work as team members with one of the staff reporters. Once they attend a meeting or cover an assignment they are actually on their own, reporting and writing details independent of what the staff reporter is doing.

The Carbondale staff is divided into two groups—metro and regional. Metro is essentially geographically oriented in its coverage. Regional covers topics of regional interest on a topical basis. Practicum students are assigned to one or the other of these staffs. The student assigned to the metro staff might find himself attached to the Carbondale city staff, or to the Herrin, Marion or Murphysboro city staff. The latter are actually Southern Illinoisan bureaus.

Assignments are made by the city editor and initially the student covers with a regular staff reporter. Once acclimated, a student either supplements the regular staff or to free a regular staffer on his

(Continued on page 46)

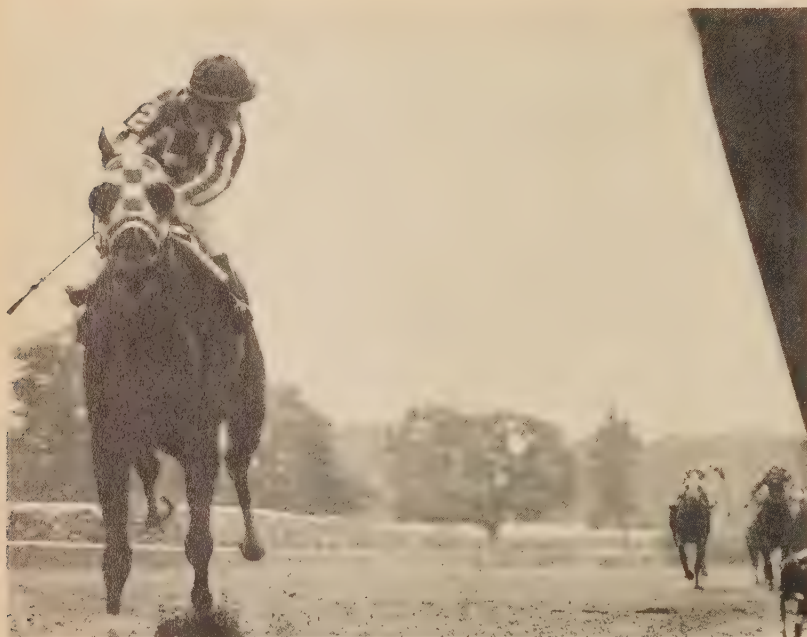


EDITORS GET INTO animated discussion during Teaching Newspaper Program conference at Medill School of Journalism, Northwestern University. From left, back row, Tom Engleman, The Newspaper Fund; Don Carter, executive editor, and Bill Watson, managing editor, Macon (Ga.) Telegraph; John Gardner, editor and general manager, Southern Illinoisan, Carbondale; front row, Tom Nielson, city editor, and Ernest Cutts, managing editor, Charleston (S.C.) Post, and Bernard Lyons, editor, Lafayette (Ind.) Courier & Journal. Back to camera is Dean Bill Cole of Medill.



NEWS OF THE DAY, some of which these students have written, is discussed at Southern Illinoisan, Carbondale, with editor John Gardner. Students from left, Pam Sakowicz, Robert Stern, Pam Moreland and Vicky O'Hara. All are in the Teaching Newspaper Program of Medill school of journalism, Northwestern University.

Secretariat photo wins Eclipse, NY awards



TRIPLE CROWN PHOTO—proves double winner for UPI chief photographer Harry Leder, who won national Eclipse award and New York Racing Association award for this Belmont stakes photo.

Photos of Triple Crown winner Secretariat figured prominently in the photojournalism awards competition of the New York Racing Association and for the national Thoroughbred Racing Associations Eclipse award.

Harry Leder, UPI photographer for over 32 years, won top prize in both contests with his photo "Triple Crown . . . By 31 Lengths." The photo shows jockey Ron Turcotte looking back to check the competition as he piloted Secretariat across the Belmont Park finish line to a record breaking Belmont Stakes victory and the first triple crown in 25 years.

The photo was taken "under the rail past the finish line with a Nikon F motorized camera with a 200 mm Nikkor lens," Leder said. "It was fired by remote control as the horses came down the finish line."

The Eclipse award is given to the top horse racing photo in a national competition; the New York award is among area racing photographers.

Bill Meurer, veteran sports photographer with the New York *Daily News* for the past 46 years, placed second in the New York contest with his two picture feature "Surf Queen's Stumble Causes Rocky Ride for Big A Jockeys." The Big A is Aqueduct race track.

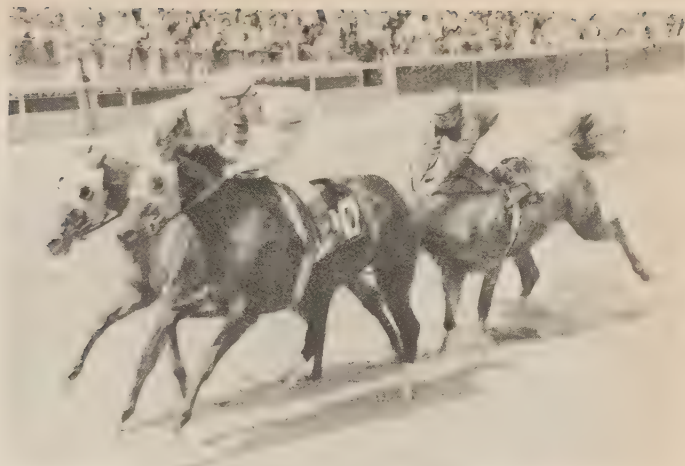
Third place went for another Secretariat photo—News' photographer Edward Clarity's "Making Way for the Super Horse," which shows a Belmont Park goose scampering out of the way as Secretariat speeds by in a morning workout.



OFF AND RUNNING—Meyer Liebowitz of the New York Times won an honorable mention in NYRA contest for his photo of the first race of the 1973 season at Aqueduct.



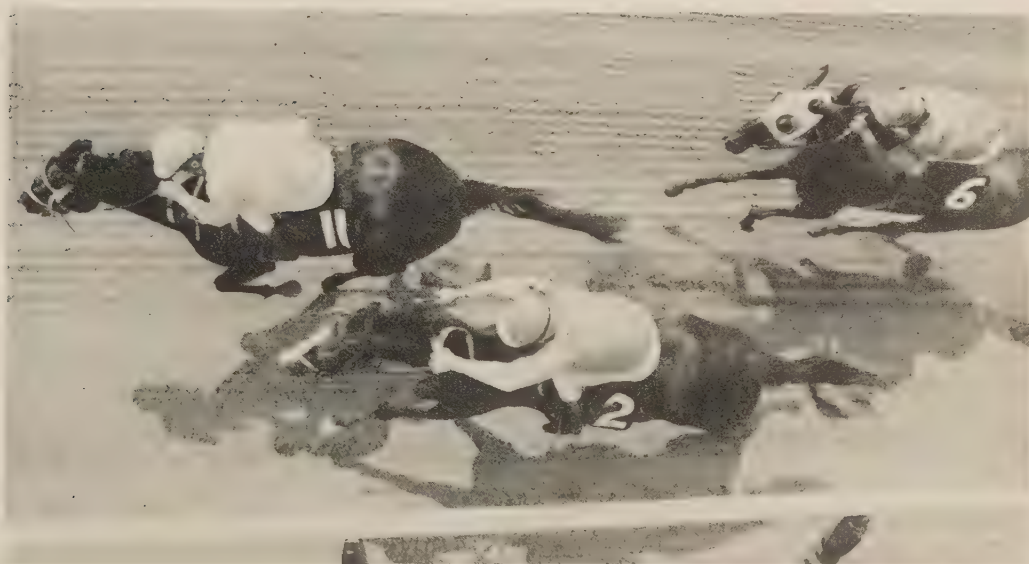
MORNING GLORY—"Secretariat on the Dawn Patrol" wins honorable mention for Ed Clarity of the New York News.



Surf Queen stumbles . . .



And two jockeys fall.



Coming out on top



RUNNERUPS—in the NYRA contest include the third place finisher above "Making Way for the Super Horse" by Ed Clarity of the News, and the two photo second place feature at right, taken by News photographer Bill Meurer. One of News man Dan Farrell's two honorable mentions are pictured at bottom.

Washington bureau By Luther Huston

MINNEAPOLIS TRIBUNE

When a reporter on the staff of the Washington bureau of the *Minneapolis Tribune* sits down at his typewriter he is expected by his editors to ask himself this question:

"What can I furnish to Upper Midwest readers which will be of special interest or significance to them and which they will not be able to read unless I write it?"

The question typifies the concept and the purpose for which the Tribune maintains a small but active bureau in the national capital. The staff consists of four men who, in the words of Frank Wright, the bureau chief, are "all experienced reporters but green in Washington."

By "green in Washington" Wright means that neither he nor his staff have been here long enough to have worn out their shoes tramping the corridors on Capitol Hill and by "experienced" he means that they came to Washington after thorough training in the Tribune's city room. Wright's idea, and obviously that of his editors in the home office, is that if a man is a good reporter he can become a good Washington correspondent without serving a long internship.

Little spot news

Since the Tribune has oceans and oceans of news stories available from several wire services, the Washington bureau avoids spot news coverage unless the story is of particular interest to Tribune readers or is of outstanding national interest and the bureau men believe they can do a better job of covering than the wire services.

For example, the bureau moved in on the Watergate story and assigned two men to the Senate committee hearings when it was decided that the news agencies did not give the coverage the Tribune wanted.

The Washington staff doesn't cover "beats" as such. No one is assigned full time to the White House or Congress, although Tribune reporters maintain regular contacts with Upper Midwest congressmen and keep readers informed of what their legislators are doing, and when hot news of more than regional interest is emanating from the White House someone from the Tribune bureau will be there to ask Ron Ziegler or Jerry Warren pertinent questions.

Avoiding the routine spot news, the bureau concentrates on coverage of major issues, especially if they tie in with vital interests of Tribune readers. Since the growing and processing of food is a major industry in the Midwest, the bureau has produced a series on the interrelationship of world food problems and exclusives on the activities of the dairy industry lobby. And, since it gets pretty cold in Minnesota's wide open spaces, the bureau has not neglected any phase of the national energy crisis that may have special application to shivering Tribune readers.

The bureau does not designate any of

its men as "investigative reporters" but all of them are investigators who are constantly digging up news that other sources may have overlooked or treated inadequately from a Tribune point of view.

There are no columnists in the bureau, only reporters who analyze the news but do not editorialize in the news columns.

The present staff is composed of Wright, the bureau chief, David Kuhn, Alan C. McConagha, and Finley Lewis. All are relatively "green in Washington." Wright has been here five years, McConagha about four years, and Kuhn and Lewis two years or more. They all had ten years or more in the home city room and McConagha served a hitch as the Tribune's European correspondent.

The history of the bureau dates back to 1934 when Richard L. Wilson came to Washington as correspondent for the *Des Moines Register*, owned by the Cowles interests. When John Cowles bought the Minneapolis papers, Minneapolis was added to the Washington bureau and it remained a joint Des Moines-Minneapolis operation until 1968 when the bureaus went their separate ways, each representing a single newspaper. Charles W. (Chuck) Bailey, became chief of the Tribune bureau and remained in charge until 1972 when he went back to Minneapolis as editor of the Tribune. Wright succeeded Bailey as head of the bureau.

During the years of Des Moines-Minneapolis operation several newsmen who achieved national reputation served in the bureau. One is Dick Wilson, still a columnist for the *Des Moines Register-Tribune* and another is Clark Mollenhoff, an outstanding investigative reporter who is now chief of the Des Moines paper's bureau. Another is Fletcher Knebel,

who turned from journalism to authoring. He and Bailey wrote "Seven Days in May", a best seller in 1962.

Going way back in time, George Akerson, later to become Herbert Hoover's press secretary, was the Tribune's Washington correspondent, before there was a bureau.

4-days-a-week paper sold to Tribune Co.

Negotiations were completed December 14 for the purchase by Tribune Company in Chicago of the Van Nuys Publishing Co. and News Building Corp., Van Nuys, Calif., which publishes the *Valley News and Green Sheet*.

Founded as a weekly in 1911, the Valley News and Green Sheet is now published every Tuesday, Thursday, Friday and Sunday with a total circulation of 269,000 in the San Fernando Valley area.

Maurice W. Markham, president of Van Nuys Publishing Co. will remain in that office and Harold F. Grumhaus, chairman and chief executive officer of Tribune Company said management, staff and editorial policy of the newspaper will remain unchanged.

Purchase negotiations have been handled over a period of months by Frederick A. Nichols, president of Tribune Company, and W. H. James, president of New York News, Inc. LeRoy Keller, a New York media consultant, assisted in the transaction.

Secret witness plan

In an effort to reduce the number of holdups, the six major Detroit-area food supermarket chains have joined in offering rewards through the *Detroit News'* "Secret Witness" program whenever police request assistance in solving a robbery of one of their stores.



STAFF of Washington bureau, Minneapolis Tribune, on the White House front lawn: left to right—Frank Wright, bureau chief, David Kuhn, Alan McConagha, and Finley Lewis.

A report on equal opportunity employment policies and practices at General Motors.

In General Motors we have coupled our commitment to equal opportunity with extensive programs of training and development. Their purpose is to enable our employes—minorities, women and others—to take better advantage of the opportunities which await them in our organization.

One of our difficulties in recruiting more minority employes and women is that many of GM's white-collar jobs require some engineering and technical training. Traditionally, however, few minorities or women have studied engineering. So, even as we recruit intensively at institutions with engineering and technical curricula, including predominantly black and women's colleges, we must take other, more direct, steps to qualify more minorities and women for engineering jobs.

For example: General Motors main-

tains and operates a five-year cooperative engineering college: the General Motors Institute in Flint, where today 3,000 students are earning degrees, most of them in engineering and industrial administration. They alternate periods of study at the Institute with paid work assignments at GM divisions. One of the great advantages of the GMI system is that its graduates are assured good management or professional jobs and an opportunity to progress at General Motors. The entrance requirements at GMI are stiff. They compare with those at the best engineering schools in the country. A pre-freshman program has been established to qualify applicants who were not able to receive adequate preparation for engineering studies in high school. Currently, 88 minority students and 31 women are in this program. This is paying off in the number of minority and women students at GMI. Eight

years ago we had only 13 minority students at GMI. Two years ago we had 167. This year we have 412.

There are relatively few women graduate engineers. Last year, for example, in the entire United States only 493 bachelor degrees in engineering were conferred upon women. They represented 1.1% of the total bachelor degrees earned in engineering during 1972.

Last year 112 women were enrolled at GMI. This fall, there are 247 women, 8.3% of the total GMI enrollment.

We expect—indeed we know—that these young men and women will be among the managers of General Motors in the years to come. All that is needed is their continued efforts, our continued resolve, and time.

Several programs have been established throughout the Corporation to assist employees who may wish to continue their formal education. GM has a Tuition Refund Plan and a Graduate Fellowship Plan which last year refunded \$2.9 million to employees who completed courses in recognized educational institutions. And we place special emphasis on increasing the number of minority and women employees in skilled trades. Pre-apprentice training pro-

grams at many GM plants develop the technical skills of prospective candidates for skilled-trade apprenticeships.

By such efforts, we are making long strides in short time. We are bringing minorities and women into General Motors, placing them in the mainstream of opportunity, and training, educating, and preparing them for higher positions. Our goal is nothing short of full equality of opportunity throughout our organization—and we are moving toward this goal.

Several years ago we made a significant shift in our thinking. We had always been against discrimination, but we decided then that just to be *against* was no longer enough. We chose a more positive, more affirmative role. We committed the Corporation to work not only to prevent discrimination, but to promote equal opportunity in employment. Then, and since then, we have made it very plain that it is the continuing policy of General Motors to provide equal opportunity for every American in every area of our business.

We are convinced that this policy—positive rather than negative, active rather than passive—is the right one. It is right because it not only fulfills the let-

ter of the law, but reaches to the spirit of our American commitment to equality.

Our record at General Motors has a special quality enhanced by GM's tradition of success. General Motors is successful because it applies rigid standards for advancement to all employees. The rewards and incentives are high, and so are the standards of performance necessary to achieve them. When an employee progresses in General Motors, he or she can be sure that recognition has been earned. Everyone who knows General Motors knows this is so.

Here are a few figures. The percentage of minority employment in GM grew from 11.2% of our U.S. work force in 1965 to 16.7% by the end of 1972. And since then, the 16.7% has climbed to over 17%.

This is progress, and significantly the gains of minorities in white-collar jobs have been more rapid. Minority Americans in these jobs increased from 1.7% in 1965 to about 4.7% in 1971. Just a year later, the 4.7% became 7.1%, and today the percentage of minority employees with white-collar jobs in General Motors is over 8.4%.

In 1965, women accounted for 12.9% of our work force. By December

1972, the number had increased to 13.9%, and today the percentage of women in the GM work force is 15.1%. Of the managers, technicians and professionals at GM in 1965, eleven hundred were women. By the end of 1971, the number had increased to 1600, and as of the end of last year the number was 2800. And since then, it has climbed to 3900.

Percentages and numbers are cold, but these represent in General Motors 113,000 minority Americans and 97,000 women earning for themselves and their families the employment opportunity they deserve. They are more than numbers—they are real human stories—over 210,000 of them. And the number is growing every day.

And every job in General Motors, white-collar or blue-collar, is a good job. The average hourly employee who works in our plants earns more than \$12,500. Their wages alone—not counting fringes—place these employees in at least the upper one-fourth income bracket in the United States.

We know that equal opportunity in employment is not up to the employee alone. The person who does the hiring and the promoting is crucial. So we train not only employees, but we train mana-

gers as well. We teach them how to take positive action to speed upward mobility throughout the Corporation.

In January 1972, this message was given to our Personnel Directors: "As you are all aware, the policy of General Motors Corporation is that everyone will be given an equal opportunity in employment without regard to his or her race, religion, or national origin. This is the policy of General Motors, and every member of management must implement this policy.

"Now, there may be many personal prejudices in connection with this problem. These are being expressed in different ways throughout the country, and each person is entitled to his own opinion. However, the position of GM in these matters is unmistakably clear: there is no room for prejudice in General Motors—and we mean just that. If we have any person at management level in any GM facility who cannot function within this policy, or is not giving it full attention,

then he will simply no longer be able to work for General Motors."

We are making progress, but the effort is hard. Progress does not come easily. It requires hard work and dogged dedication—day after day. But it is worth the effort. Minorities and women in General Motors are earning their way to economic equality, gaining—day by difficult day. They are getting there—surely. A number of minorities and women are now in top positions. Hundreds more are just below them, and thousands more a level down, and throughout the Corporation there are more than a hundred and thirteen thousand minority Americans and ninety-seven thousand women—all working, all earning opportunity.

No one can doubt the commitment of General Motors to full employment equality. Neither should anyone doubt the certainty of its eventual achievement.

GM cares about cars. GM cares about people too.



General Motors

2nd Annual Editor & Publisher Awards Issue

E&P SURVEY LISTS SPONSORS, PRIZES AND DEADLINES OF AWARDS FOR WRITING, PHOTOGRAPHY, ART, EDITING

For the second consecutive year, EDITOR & PUBLISHER is presenting a *Directory of Journalism Awards*, with updated information received from the sponsors. In addition to enumeration of prizes, deadlines and basic rules, the listings show 1973 winners, where available.

The competitions shown in these listings cover editorial fields only—for reporters, writers, editors, photographers and cartoonists. Additional awards in the fields of typography, advertising, promotion, etc., can be found in the EDITOR & PUBLISHER *International Year Book*.

The listings in this issue are primarily national or international in scope, and do not include state and/or regional awards presented by state press associations, press clubs, trade union locals or other awards of a parochial nature.

Apparel-Men's Fashions—"Lulu" statuette awards are made by the Men's Fashion Association, for the best men's fashion reporting in eight categories during the calendar year. Current winners: Mildred Whiteaker, *San Antonio Express & News*; Hope Strong, *Lima (O.) News*; Robert Heilman, *Seattle Times*; Marji Kunz, *Detroit Free Press*; Berta Mohr, fashion syndicate; John Camposa, *New York Times* magazine. Deadline: December 15, in 1973. Entries: Men's Fashion Association, 1290 Ave. of the Americas, N.Y., N.Y. 10019. Inquiries: Richard Smith c/o above address.

* * *

Architecture—In 1967 the American Institute of Architects established an awards program for architectural critics, awarding annually a medal to a distinguished critic and a citation to recognize a single work in the same area. Nominations for the award must be made by A.I.A. members. Inquiries: Maria F. Murray, director, awards program, American Institute of Architects, 1785 Massachusetts Ave., NW, Washington, D.C. 20036.

* * *

Aviation/Space—The Aviation/Space Writers Association offers a number of awards and cash prizes to reporters and photo-journalists for excellence in aviation and space writing. Entries are divided into two circulation categories: under and over 200,000. Entries, published during 1973, should be submitted in triplicate. Deadline: January 31. Entries: William F. Kaiser, AWA Executive Secretary, Cliffwood Rd., Chester, N.J. 07930. Inquiries: Regional AWA director or address above.

* * *

Bigotry—The Columbia University Graduate School of Journalism seeks nominations for the Paul Tobenkin Memorial Award which recognizes "outstanding achievement in the field of newspaper writing in the fight against racial and religious hatred, intolerance, discrimination and every form of bigotry". \$250 cash

prize and certificate awarded to Howard Kohn of the *Detroit Free Press* in 1973. Deadline: February 15. Entries: The Paul Tobenkin Memorial Award, Graduate School of Journalism, Rm. 706, Columbia University, N.Y., N.Y. 10027. Inquiries: Gertrude Krasny at Columbia University.

* * *

Business/Finance—The Gerald Loeb Awards program has been moved to the Graduate School of Management at the University of California at Los Angeles. \$1,000 and a plaque are awarded in the field of business and financial journalism. Deadline: January 31. A revision of rules is underway. Inquiries: Gerald F. Corrigan, Assistant Dean, Graduate School of Management, UCLA, Los Angeles, Ca. 90024.

* * *

Business/Finance—Prizes of \$1,000 and \$150 (in two categories) are open to newspaper writers in the Business Journalism Awards program sponsored by the University of Missouri School of Journalism under a grant from the Independent Natural Gas Association of America. Articles about the American economy, published between June 1, 1973 and May 30, 1974 are eligible. Official entry form is required. Deadline: Postmark by June 10. Entries and inquiries: Lyle E. Harris, Director, Business Journalism Program, Neff Hall, University of Missouri, Columbia, Mo. 65201.

* * *

Business/Finance—Basic objectives of the John Hancock Awards are to foster improved public understanding of business and finance with particular emphasis on "lucid interpretation of complex economic problems." Six cash prizes of \$1,000 each are given for articles published during the calendar year. Current winners: Rudy Maxa, *Washington Post*; Al Ehrbar and Steve Petranek, *Rochester Democrat & Chronicle*; Investigative team, *Omaha Sun Papers*; John Cunniff, AP. Deadline: January 31. Inquiries and official entry

form: "Awards for Excellence," B-21, John Hancock Mutual Life Insurance Co., 200 Berkeley St. Boston, Mass. 02117.

* * *

Canada-General—Toronto's Men's Press Club sponsors a \$500 awards program in each of nine categories open to Canadian newsmen and women regularly employed on a Canadian daily's editorial staff; press association or wire services. Categories: spot news, features, enterprise reporting, editorials, critical writing, sports, spot news photography, feature photography and editorial cartoons. Deadline: February 15. Entries: Box 309, Station A, Toronto, Ont., Canada. Inquiries: National Newspaper Awards Committee, Toronto Men's Press Club, 73 Richmond St. West, Toronto, Ont. Canada.

* * *

Canada-General—Formerly a "strictly women" policy characterized the Canadian Women's Press Club (now called the Media Club of Canada); competition, but 1973 fords the sex barrier to include all Canadian writers, retaining one category from "women only" in memory of the pioneers in the field of journalism for Canadian women. Medals/certificates and cash prizes (determined each year) are awarded in three categories: news story, article and column/editorial. Deadline: Date set annually, usually mid-March. Entries and inquiries: Media Club of Canada, Inc., P.O. Box 504, Station B, Ottawa, Ont. Canada K1P 5P6.

* * *

Cartoons—Reuben statuettes are open to nomination of individual cartoons and strips in 11 categories. National Cartoonists Society (c/o Marge Duffy Devine, 9 Ebony Court, Brooklyn, N.Y., 11229) announces winners at annual dinner in April. 1973 winners include Dick Hodgins, Jr., Dik Browne, Bill Gallo and Jim Berry.

* * *

Cartoon-Editorial—"For the best car-

toon attacking any of the collectivist 'dragons' currently menacing our free enterprise system," the United States Industrial Council announces its first annual "Dragonslayer" Contest. Three cash prizes are available (\$200, \$150 and \$100). Deadline: January 31. Entries and inquiries: Editorial Cartoon Awards Contest, United States Industrial Council, 918 Stahlman Bldg., Nashville, Tenn. 37201.

* * *

Chemistry—O. A. Batista is the most recent winner of the \$2,000 James T. Grady Award for "interpreting chemistry for the public." Sponsor, American Chemical Society, wishes to encourage and stimulate reporting of advances in chemistry, chemical engineering and related fields. Deadline: Before March 1. Entries and inquiries: Dr. Justin W. Collat, Dept. Head of Research & Grants, American Chemical Society, 1155-16th St. NW. Washington, D.C. 20036.

* * *

Conservation—The Edward J. Meeman Conservation Awards, in a \$10,000 awards program, with a \$2,500 top prize, honors newsmen and women who support conservation or "the environment and the forces that affect it." Sponsor, the Scripps-Howard Foundation, will not accept entries pertaining to conservation of mineral resources or oil. Entries must be published during 1973. Current winner: Harry V. Martin *Napa* (Ca.) *Register*. Deadline: Postmark by February 15. Inquiries: The Scripps-Howard Foundation, 200 Park Ave., N.Y., N.Y. 10017. Entries: Meeman Conservation Awards c/o the above address.

* * *

Consumer reporting — The National Press Club announces the second annual Montgomery Ward-sponsored Award for Excellence in Reporting Consumer Affairs. Newspapers and wire services may compete in the reporting, feature and column categories for \$3,000 in prize money. Each entry, including proof of its effect to the consumer, must have been published during 1973. Deadline: March 31. Entries and inquiries: National Press Club, Consumer Award Committee, Washington, D.C. 20004.

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Drama Criticism—The will of the late George Jean Nathan established a trust from which the income was to be awarded annually "for the best piece of drama criticism during the year" by a U.S. citizen whose work is published in the U.S. The \$5,000 prize is administered by Manufacturers Hanover Trust Co., 350 Park Ave., N.Y., N.Y. 10022. Inquiries: Virgil N. Woolfolk, Vice President, c/o the above address.

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Editorial/Weekly Newspapers — Any editorial or column (series of five) originally appearing in a weekly newspaper between May 31 and June 1 of the following year, is eligible for the Golden Quill Award. Winner and eleven finalists are honored at the annual meeting of the International Society of Weekly Newspaper Editors. Current winner: Robert Estabrook, *Lakeville* (Ct.) *Journal*. Deadline: June 10. Entries and inquiries: Wendell C. Crow, International Society of Weekly Newspaper Editors, School of Journalism,

Southern Illinois U., Carbondale, Ill. 62901.

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Editorial—For outstanding achievement in the field of editorial writing, by newspapermen or women, the Scripps-Howard Foundation announces the inaugural year of the Walker Stone Awards program. A \$1,000-First Prize and \$500-Honorable Mention will go to the best editorials judged "most effective" by a panel selected and supervised by the School of Journalism of Oklahoma State University, Walker Stone's Alma Mater. Entrants should submit a representative selection of their work published in a U.S. newspaper during 1973. All entries become the property of the Scripps-Howard Foundation. Deadline: Postmark by February 1. Inquiries: The Scripps-Howard Foundation, 200 Park Avenue, N.Y., N.Y. 10017. Entries: The Walker Stone Awards c/o the above address.

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Education—Five categories are open to newspaper reporters in two circulation categories in the Annual National Council for the Advancement of Education Writing awards. Three awards are given in each category, including a \$1,000 Grand Prize to the best of the first prize winners. Current winner: John Mathews, *Washington Star-News*. Deadline: January 26. Entries and inquiries: NCAEW, P.O. Box 233, McLean, Va. 22101.

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Engineering—Cash prizes of \$500, \$300, and \$200 are conferred by the National Society of Professional Engineers for stories appearing in daily or weekly newspapers during the calendar year, on the role engineering and technology play in the U.S. Current winner: Justin Roberts, *Contra Costa* (Calif.) *Times*; John Fialka, *Washington* (D.C.) *Star-News*. Entries and inquiries: Leonard J. Artz, director of public relations, National Society of Professional Engineers, 2029 K St., N.W., Washington, D.C. 20006.

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Fire—\$4,500 in cash awards is distributed through the annual Media Awards program by the International Association of Fire Fighters. Competition limited to stories and pictures depicting the professionalism of fire fighting, appearing in U.S. or Canadian media. All entries should be submitted through IAFF local union affiliates. Deadline: March 15. Inquiries and entries: Henry Fleisher, IAFF public relations office, 1750 New York Av., N.W., Washington, D.C. 20004.

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Food—Excellence in the presentation of news about food (by food editors and writers on daily newspapers, in three circulation classifications), is the criterion for the American Meat Institute's 7th annual Vesta Awards. Competition runs from August to August each year. Deadline: August 1. Entries and inquiries: American Meat Institute, public relations dept., 59 E. Van Buren, Chicago, Ill. 60605.

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Free Enterprise — Editorials on this subject are eligible in the Annual Editorial Awards Competition sponsored by the

United States Industrial Council. Editorials from both daily and weekly newspapers are accepted. Awards range from \$250 to \$25 (honorable mention; may be more than one). Current winners: Eugene C. Pulliam, *Phoenix* (Ariz.) *Republic and Gazette*; *Indianapolis Star & News*. Deadline: January 31. Entries and inquiries: Editorial Awards Competition, United States Industrial Council, 918 Stahlman Bldg., Nashville, Tenn. 37201.

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Free Society—The Freedom Foundation's annual medal and honor certificate are awarded for articles and cartoons promoting the American Way of Life. Entries must relate to one or more of the 17 points in the Foundation's American Creed. Deadline: November 1. Entries and inquiries: Freedoms Foundation at Valley Forge, Pa., 19481.

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General—Otis Chandler, publisher of the *Los Angeles Times*, is one of the 1973 recipients of the prestigious Carr V. Van Anda Awards administered by the Ohio University School of Journalism. The award is given to three journalists "for enduring contributions to journalism" over a period of years. While nominations are welcomed by the faculty of the School of Journalism, they are not solicited. Deadline: March 1. Inquiries: Director, School of Journalism, Ohio University, Athens, O. 45701.

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General—Prizes are yet to be decided upon, in the inaugural year of the National Awards Contest sponsored by Women in Communications, Inc. The group is interested in receiving entries dealing with Women's Rights, Environmental Concerns and support of Community Service. A \$25 entry fee is charged and the contest is open to communicators in all fields. Deadline: July 1. Entry forms and inquiries: National Awards Program, Women in Communications, Inc., 8305-A Shoal Creek Blvd., Austin, Tex. 78758.

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General—Journalists are invited to offer evidence of their support "to the community and to the journalism profession," in the University of Minnesota's annual Award for Distinguished Service in Journalism. Judges stress a long period of service in eligibility for their medallion awards. Current winner: James Kerney, Jr., *Trenton Times*. Deadline: September 15. Entries and inquiries: Dr. R. L. Jones, Director, School of Journalism, U. of Minnesota, Minneapolis, Minn. 55455.

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General—Reporting, writing, editing, photography and criticism are the categories for entries in the 26th annual George Polk Memorial Awards, administered by the Long Island University Department of Journalism. All news subjects are welcome. Deadline: January 15. Entries and inquiries: Prof. Jacob H. Jaffe, Curator, George Polk Memorial Award, Dept. of Journalism, Long Island University, Brooklyn, N.Y. 11201.

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General—One to three plaques are presented each year in the American Legion's Fourth Estate Awards, in the categories: general news, reporting, edito-

7th Annual Awards for Excellence



Once again, John Hancock Mutual Life Insurance will honor six professional writers judged to have contributed significantly to reader understanding of business and finance through articles published during 1973.

Winners will be chosen in six publication categories with individual awards of \$1,000, plus participation in an awards presentation program, to be held at one of America's leading academic institutions.

Basic objectives of the Annual Awards for Excellence are to foster improved public understanding of business and finance with particular emphasis on lucid interpretation of the complex economic problems which affect the lives of all citizens.

Cash awards of \$1,000 will be presented in each of the following classifications:

Syndicated and News Service Writers
1972 winner: John T. Cuniff,
Associated Press

**Writers for National Magazines
of General Interest**
1972 winner: George J. Church,
Time Magazine

**Writers for Financial Business
Trade Publications**
1972 winner: Philip B. Osborne,
Business Week Magazine

**Writers for Newspapers with
Circulation above 300,000**
1972 winner: Rudy Maxa,
Washington Post

**Writers for Newspapers with
Circulation 100,000 to 300,000**
1972 winner:

Al F. Ehrbar and Steve Petranek,
Rochester Democrat and Chronicle

**Writers for Newspapers with
Circulation under 100,000**
1972 winner: Investigative Team,
Sun Newspapers of Omaha

Judges in 1972 were: Gerhart D. Wiebe, Dean of the School of Public Communication, Boston University; William S. Rukeyser, Managing Editor, MONEY Magazine; Joseph Sievin, National Economist Columnist, THE PHILADELPHIA INQUIRER; Edgar A. Poe, President and Treasurer, White House Correspondents' Association; and Sheldon Engelmayer, Editor, North American Newspaper Alliance.

Entry blanks and complete information may be obtained by writing "Awards for Excellence," B-21, John Hancock Mutual Life Insurance Company, 200 Berkeley Street, Boston, Mass. 02117. Postmark deadline for submitting entries is January 31, 1974. Six unmounted copies of each entry must be submitted. Each entry must be accompanied by an official entry form.

John Hancock
Life Insurance

rial writing or cartooning. The awards are designed to "encourage fair and unbiased news reporting." Current winner: Mrs. Clare Boothe Luce. Deadline: First week in April. Inquiries: William F. Hauck, National Adjutant, The American Legion, 700 N. Pennsylvania St., Indianapolis, Ind. 46206. Entries: American Legion Public Relations, c/o above address.

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General—Newspaper Editorial Workshop Services annually sponsors the Newspaper Workshop Awards (for newspapers' editorial excellence in several areas) and the Edmund C. Arnold Awards (for excellence in typography). Further information should be requested. Inquiries: Newspaper Editorial Workshop Services, P.O. Box 1977, Berkeley, Calif. 94701.

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General—Two awards from the William Allen White Foundation, administered by the University of Kansas, are made each year to, 1) a journalist of national prominence and, 2) a newspaper demonstrating editorial excellence. The first award (William Allen White Award) is a cash prize, open to journalists throughout the U.S. The second award (White Editorial Excellence Award) is open to members of the Inland Daily Press Association who submit five editorials from the previous calendar year. Deadline: William Allen White Award, February 1; White Editorial Excellence Award, January 14. Entries and inquiries: Professor E. P. Bassett, Director, William Allen White Foundation, Journalism, University of Kansas, Lawrence, Kas. 66045.

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General—The International Federation of Newspaper Publishers annually presents the "Golden Pen of Freedom," to an individual or group anywhere in the world for writing or action supporting freedom of the press. Current winner: Dr. Anton Betz, West Germany. Deadline: December 31. Entries and inquiries: M. Michel L. de Saint-Pierre, FIEJ Director, 6bis, rue Gabriel Laumain, 75010-Paris, France.

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General—The National Newspaper Association sponsors a large number of competitions for weekly and daily newspapers, writing, editors, photogra-

phers, promotion directors, sports writers, reporters, feature writers, columnists, typographers, cartoonists and other agents of newspaper production, under the title, 1974 National Better Newspaper Contest. Various companies and organizations co-sponsor the competition. Entries are open only to members and affiliates of NNA. A request for details is suggested. Deadline: May 15. Inquiries: Harriett G. Dietz, executive assistant, National Newspaper Association, 491 National Press Bldg., 14th and F Sts., Washington, D.C. 20004.

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General—The Pulitzer Prize competitions cover the broad range of journalism with a gold medal for Meritorious Public Service by a Newspaper and individual awards of \$1,000 to reporters, photographers, editorial writers and editorial cartoonists in separate categories. Current winners: *Washington Post*; *Chicago Tribune*; Omaha Sun Papers; Robert Boyd and Clark Hoyt, Knight Newspapers; Max Frankel, *New York Times*; Roger B. Linscott, Pittsfield (Mass.) *Berkshire Eagle*; "Nick" Ut, AP; Brian Lanker, *Topeka Capital-Journal*; David S. Broder, *Washington Post*; Ronald Powers, *Chicago Sun-Times*. Awards are conferred through the Pulitzer Advisory Board. Deadline: February 1. Entries and inquiries: Professor John Hohenberg, Secretary of the Advisory Board, 702 Journalism, Columbia University, N.Y., N.Y. 10027.

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General—The 40th annual National Headliner Awards, conducted by the Press Club of Atlantic City, N.J., cover a wide variety of categories including photography and editorial cartooning. Current winners: Eight journalists, four newspapers and four wire services/syndicates. Deadline: February 15. Entries and inquiries: National Headliners Club, Convention Hall, 2300 Pacific Ave., Atlantic City, N.J. 08401.

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General—Sigma Delta Chi awards for distinguished service in journalism are open for the 42nd year. Categories for newspaper materials are general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon and public service. Inquiries and nomination forms: Sigma Delta Chi Awards in Journalism, 35 E. Wacker Dr., Suite 3108, Chicago, Ill. 60601.

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Health Care—Reporting on long-term health care administration is the basis for the Journalism Award presented annually by the American College of Nursing Home Administrators. *Boston Herald American's* Medicare Mailbox columnist, Wendell H. Coltin, is current winner. Entries and inquiries: Executive Vice President, American College of Nursing Home Administrators, 8641 Colesville Road, Silver Springs, Md. 20910

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Highway Safety—1973 National Foundation for Highway Safety's Special Award (\$100 U.S. Savings Bond) will go to the writer of the best story, editorial or cartoon ridiculing "the drinking Christmas party." Editors, editorial writers,

Sunday editors, reporters and editorial cartoonists are eligible to enter in this or any other aspect of "Driving as a Moral Responsibility." Deadline: January 31. Entries and inquiries: National Foundation for Highway Safety, P.O. Box 3059 Westville Station, New Haven, Conn. 06515.

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Home Appliances—Basis for judging of the Association of Home Appliance Manufacturers' annual ALMA Awards is the journalist's development of the "most imaginative consumer communication about the purchase, use and servicing of major home appliances." Articles, series, columns, pages, sections or total coverage in a daily/weekly newspaper are eligible. Deadline: September 30. Entries and inquiries: ALMA Awards, Assn. of Home Appliance Manufacturers, 20 N. Wacker Dr., Chicago, Ill. 60606.

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Home Entertainment/Hi Fi—A \$1,000 award and plaque have been established for the editor of a special newspaper section or writer for a series of three stories about hi-fi and other electronic home entertainment. Koss Corporation sponsors the annual contest. Deadline: Postmark by September 30. Entries and inquiries: Koss Hi-Fi Newspaperman's Award, 108 N. State St., 12th Fl., Chicago, 60602.

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Home Furnishing—Gold cups, from the American Furniture Mart, are the emblems of distinguished reporting and editing in the field of home furnishing. Newspaper syndicate writers as well as free lance writers and special newspaper sections (both newly added in 1973) qualify for the 27th annual AFM Dorothy Dawe Home Furnishings Editorial Competition Awards. The newspaper competition is divided into six circulation classifications. Current winners: Phill Drabick, *Pompano Beach Sun Sentinel*; Jean Kygar Eblen, *Kansas City Star*; Ellen Eshbach, *Chicago Today*; Marybeth French, *Columbia Missourian*; Lois Hagen, *Milwaukee Journal*; Marilyn Hoffman, *Christian Science Monitor*; Tina Lawson, *Toledo Blade*; Margaret Yankey, *Cedar Rapids Gazette*. Deadline: December 3. Entries and inquiries: Dorothy Dawe Awards, American Furniture Mart, Press Room-Space 1729, 666 Lake Shore Dr., Chicago, Ill. 60611.

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Housing—For newspaper sections on real estate and housing, cash awards are made annually (\$150, \$100, and \$75) by the National Association of Home Builders through the NAHB-Chandler Awards Competition. Current winner: Eli Adams, Jr., *Miami Herald*. Deadline: September 30. Inquiries and official entry form: Public Relations Department, National Assn. of Home Builders, 1625 L St., NW, Washington, D.C. 20036.

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Inter-Américas—Two to five \$1,000 honorariums (plus two-way air fare to New York for awards ceremony) are awarded annually by the president and trustees of Columbia University to journalists making active and continuous efforts to improve Inter-American Understanding. Named for Maria Moors Cabot, the prizes

Annual ENGINEERING Journalism Awards

Cash prizes, \$500, \$300, \$200 awarded for top three stories in 1973 (or series) in annual Journalism Awards Program sponsored by the National Society of Professional Engineers, 2029 K. Street, N.W., Washington, D.C. 20006. Attn: Public Relations Dept.

are the oldest international awards competition in journalism. At least one prize is awarded to a Latin American journalist and to a U.S. journalist. Any journalist in the Americas is eligible. Current winners: Arturo Usler Pietri, *El Nacional*, Caracas, Venezuela; Tom Streithorst, Latin American Correspondent for NBC. Deadline: March 1. Entries and inquiries: John Luter, Director, Cabot Prize Program, Rm. 705, Journalism Bldg., Columbia University, N.Y., N.Y. 10027.

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Latin America—Understanding in the Americas is the subject of articles that may be entered for the IAPA-Tom Wallace Awards for journalists and their publishers in the U.S. and Canada. Journalist receives a scroll and \$500. Current winner: Penny Lernoux, *Milwaukee Journal*. Deadline: Nominations by IAPA members before March 1. Entries and inquiries: Pat Bielaski, awards coordinator, Inter American Press Association, 141 N.E. 3rd Ave. #503, Miami, Fla. 33132.

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Law & Justice—Under new rules, the 17th annual Gavel Awards will be conferred to newspapers for articles, 1) fostering greater public understanding of the value of the judicial system, 2) informing citizens as to the roles of law and courts and the legal profession in today's society, and 3) disclosing practices in need of correction or improvement. Three categories for newspapers and three categories for newspaper supplements (both based on circulation) are considered. 20 "Gavels" and 53 "Certificates of Merit" were awarded in 1973. Deadline: Midnight, March 1. Entries and inquiries: American Bar Association, Dean Tyler Jenks, director-special events department, 1155 E. 60th St., Chicago, Ill. 60637.

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Law & Justice—A special national category awarded at the judges' discretion, is included in the New York State Bar Association's annual media competition. A \$250 cash prize and plaque may be given for the best interpretive reporting on any aspect of the administration of justice. Deadline: October 30, in 1973. Entries and inquiries: Media Awards, New York State Bar Association, One Elk St., Albany, N.Y., 12207.

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Legal Aid—Emery A. Brownell Press Award is given to a daily newspaper (and reporter) for stories exemplifying the work of the National Legal Aid and Defender Association in "insuring equal justice under law." Entries must be published between July 1, 1973 and June 30, 1974. Deadline: July 1. Entries and inquiries: Emery A. Brownell Press Award, National Legal Aid and Defender Association, 1155 E. 60th St., Chicago, Ill. 60637.

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Mass Media—The Don Hollenbeck Award was established by a grant from the Irving Caesar Foundation in memory of the late CBS Correspondent. The \$500 award is administered by the New York University Department of Journalism and Mass Communication and is presented annually to the writer of the best newspaper article, television or radio script, or book

evaluating the mass media; particular publications or news organization. Deadline: September 1. Entries and inquiries: Professor M. L. Stein, Chairman, Department of Journalism & Mass Communication, N.Y.U., 1021 Main Bldg., Washington Sq., N.Y., N.Y. 10003.

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Medicine/Health-Anesthesiology—For bettering public understanding of anesthesiology, the American Society of Anesthesiology offers cash awards up to \$500 in their 1974 Journalism Awards Program. Entries must be published between July 1 and June 30, year to year. Deadline: August 1. Entries and inquiries: American Society of Anesthesiologists, 515 Busse Highway, Park Ridge, Ill. 60068.

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Medicine/Health-Arthritis—A \$1,000

prize is available in the newspaper category of the Russell L. Cecil Arthritis Writing Awards given by the Arthritis Foundation, for reporting on any aspect of this disease. Current winner: Podine Schoenberger, *New Orleans Times-Picayune*. Deadline: January 31. Entries and inquiries: Russell L. Cecil Awards, The Arthritis Foundation, 1212 Ave. of the Americas, N.Y., N.Y. 10036.

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Medicine/Health-Dentistry—Articles which "deepen public understanding of dental disease, treatment and research," may be submitted to the American Dental Association in their annual ADA Science Writers-\$1,000 Award competition. Two copies of each entry with annotated covers are required. Current winner: Bill Hager, Bradenton (Fl.) *Herald*. Deadline: Au-



17th ANNUAL AWARDS FOR EXCELLENCE

Announcing the 1974 American Bar Association Gavel Awards Competition for Outstanding Public Service by the News and Entertainment Media in "Increasing Public Understanding of the American System of Law and Justice."

Don't Fail to Submit Your Most Deserving Entry

DEADLINE FOR THE 17TH ANNUAL GAVEL AWARDS PROGRAM IS MARCH 1.

Awards are presented by the President of the American Bar Association at the Association's annual meeting Assembly luncheon. The awards ceremony is attended by over 1,000 lawyers, judges, government officials and bar leaders.

Materials published, broadcast, or produced during the period of January 1, 1973, to December 31, 1973, will be considered for the 1974 awards. Entries must be postmarked not later than March 1, 1974. Entry rules and further information can be obtained by writing:

**Gavel Awards Coordinator,
American Bar Association,
1155 East 60th Street,
Chicago, Illinois 60637.**

Gavel Awards Classifications

Newspapers

- I: 50,000 circulation or under
- II: 50,000 to 200,000
- III: 200,000 to 500,000
- IV: 500,000 or over

Newspaper Magazine Supplements

- I: 200,000 and under
- II: 200,000 to 500,000
- III: 500,000 and over

Television

- I: Network Produced Programs
 - a) Documentary/Educational
 - b) Dramatic
- II: Programs Produced by Network Owned Stations/Group Produced Programs
- III: Programs Produced by Other Stations in Top 10 Markets
- IV: Programs Produced by Stations in Markets II-50
- V: Programs Produced by Stations in Markets 51 and Over
- VI: Educational Broadcasting
- VII: Cable (local origination)

Radio

- I: Network Produced Programs
- II: Programs Produced by Network Owned Stations/Group Produced
- III: Programs Produced by Other Stations in Top 10 Metro Areas
- IV: Programs Produced by Stations in Metro Areas II-50
- V: Programs Produced by Stations in Metro Areas 51 and Over
- VI: Educational/Public Broadcasting

Motion Pictures

- I: Theatrical Release
- II: Television Release

Magazines

- I: 200,000 Circulation or Under
- II: 200,000 to 1,000,000
- III: 1,000,000 and Over

Other Media

- Wire Service & News Syndicates
- Book Publishers

gust 31. Entries and inquiries: Science Writers Award Committee, American Dental Association, 211 E. Chicago Ave., Chicago, Ill. 60611.

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Medicine/Health-Doctors — The American Academy of Family Physicians sponsors the AAFP Journalism Awards to recognize the most significant reporting on family medicine and health care. Three cash prizes are offered (\$1,000, \$750, and \$250) to journalists around the world. Current winners: Carroll Mills, *Hayward* (Ca.) *Review*; Kathy Hoersten Quirk, *Dayton* (O.) *Journal Herald*; Alton Blakeslee, AP. Deadline: Late Spring. Entries and inquiries: AAFP Journalism Awards, American Academy of Family Physicians, P.O. Box 8723-Wornall Station, Kansas City, Mo. 64114.

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Medicine/Health-Epilepsy — Articles with at least 1,000 words, published in a newspaper during the calendar year, are eligible to win a \$500 cash prize in the Epilepsy Foundation of America's annual journalism competition. Current winner: Joseph W. Mooney, *Springfield* (Mass.) *Union*. Deadline: November 1. Entries and inquiries: Journalism Award, Epilepsy Foundation of America, 1828 L St., NW, Washington, D.C. 20036.

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Medicine/Health-General—A journalism awards program in which \$5,000 in prizes is distributed has been conducted for many years by the American Medical Association. Articles and editorials about medicine and health must have been published in a daily/weekly newspaper. Current winners: David Hendin, Science Editor, Newspaper Enterprise Association; Don Noel, Jr., *Hartford Times*. Deadline: February 1. Entries and inquiries: Medical Journalism Awards Committee, American Medical Association, 535 N. Dearborn St., Chicago, Ill. 60610.

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Medicine/Health-Heart — The Howard W. Blakeslee Awards for reporting on the subject of heart and circulatory diseases. Winners eligible for a \$500 honorarium from the American Heart Association. Entries must have been published between March 1, 1973 and February 28, 1974. Deadline: Midnight, May 1. Entries and inquiries: chairman, managing committee, Howard W. Blakeslee Awards, American Heart Association, 44 E. 23rd St., N.Y., N.Y. 10010.

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Medicine/Health-Optometry — Jim McLain, *Ventura County* (Calif.) *Star Free Press*, is the current winner of the American Optometric Assn. Public Service Award for Distinguished Service in Journalism for his article entitled, "Low Sighted? Get Too Little Help." The \$500 cash award and medallion is presented for "contributing to a better understanding of the importance of vision and its care." Deadline: July 1. Entries and inquiries: Public Information Division, American Optometric Association, 7000 Chippewa St., St. Louis, Mo. 63119.

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Medicine/Health-Osteopathy — Three \$100 awards and plaques are awarded annually by the American Osteopathic Asso-

ciation, "for outstanding reporting and interpretation of the contributions made by the osteopathic profession," published during 1973. Current winner: Marilyn Drago, (Tucson) *Arizona Star*; Joan Osterhoudt, *Newark Star-Ledger*; Dudley Lynch, *Dallas News*. Deadline: March 1. Entries and inquiries: Journalism Awards Competition, American Osteopathic Association, 212 E. Ohio St., Chicago, Ill. 60611.

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Medicine/Health-Psychiatry — A \$500 cash prize and plaque are given to a popular writer for "sustained contribution to the public understanding of psychiatry," over a period of years, in the American Psychiatric Association's Robert T. Morse Writers Award. The award is intended as a "gesture of appreciation" by the Association and formal entries from writers are not invited. Inquiries: Robert L. Robinson, director of public affairs, American Psychiatric Association, 1700 18th St., NW Washington, D.C. 20009.

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Medicine/Health-Psychology — National Media Awards consisting of citations and expenses to attend the 82nd Annual Convention of the American Psychological Foundation in New Orleans, plus \$1,000 for the Grand Prize winner, are open for competition in five categories. Entries which increase public understanding of psychology or psychological studies must have been written between May 1, 1973 and May 1, 1974. Deadline: May 15. Entries and inquiries: Jim Warren, Public Information Officer, American Psychological Association, 1200 17th St., N.W., Washington, D.C. 20036.

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Medicine/Health-Science — The American Public Health Association confers its annual Ray Bruner Science Writing Fellowship on newcomers with less than two years experience as a science writer. Nominations are made by fellow science writers. The 1973 winner is Barbara Chapman, *Rockford* (Ill.) *Morning Star*, who received a typewriter, plaque and expenses to the APHA's annual meeting. Deadline: August 15. Inquiries: Nancy Bernstein, Public Relations Director, American Public Health Association, 1015 18th St. NW, Washington, D.C. 20036. Nominations for entry: John Langone, Medical Editor, *Boston Herald American*, 28 Jarvis, Hingham, Mass. 02043.

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Music — Newsmen may compete for four-\$500 cash awards for non-fiction writing about music and its creators. The ASCAP-Deems Taylor Awards are open to any article, submitted in English, published in a newspaper in the U.S. or its territories during the calendar year. Entries and inquiries: Walter Wager, ASCAP-Deems Taylor Awards, 1 Lincoln Plaza, N.Y., N.Y. 10023.

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Natural Resources — The Washington Journalism Center administers the Thomas L. Stokes Award of \$1,000 and a citation for the best analysis, reporting or comment in a daily newspaper on the general subject of development, use and conservation of energy and other natural resources in the public interest, and protection of the environment. Current win-

ner— Bob Poole, *Twin City Sentinel*, Winston-Salem, N.C. Entries, published during 1973 must be submitted by February 1. Entries and inquiries: Stokes Award, Washington Journalism Center, 2401 Virginia Ave., NW, Washington, D.C. 20037.

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New York—Events reported in the New York area are the criteria for the Sigma Delta Chi-James Wright Brown Public Service Reporting Award. Open to print media for stories appearing during the calendar year, entries may qualify for the \$500 prize and Deadliner Trophy. Second and Third places are also awarded. Deadline: April 1. Entries and inquiries: Leigh Smith, Awards Chairman, Deadline Club, New York Chapter SDX, #1 Gulf & Western Plaza, N.Y., N.Y. 10023.

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Nuclear Energy — Atomic Industrial Forum invites the news media to compete for a \$1,000 Forum Award with articles on the peaceful uses of nuclear energy. If more than one winner is selected, winners will share the \$1,000 prize. Deadline: September, in 1973. Entries and inquiries: Myra Shaughnessy, Assistant to Media Service Manager, Atomic Industrial Forum, 475 Park Ave. South, N.Y., N.Y. 10016.

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Oil—Outstanding reporting on the oil and gas industry will win a \$250 cash award and bronze plaque from the American Association of Petroleum Landmen. Called the Frank Kelley Memorial Award, it is named in honor of the oilman renowned for his concern for the community. Current winner: Ted Brooks, *Wichita Eagle & Beacon*. Deadline: May 15. Entries and inquiries: American Association of Petroleum Landmen, P.O. Box 1984, Ft. Worth, Tx. 76101.

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Pets—A \$100 savings bond from the Gaines Dog Research Center is awarded for the best editorial, column or feature appearing before or during National Dog Week (September 10-14 in 1973), supporting the Dog Week objectives. Current winner: Blanche Beisswenger, *Bergen* (Hackensack, N.J.) *Record*. Deadline: Usually two weeks after Dog Week. Entries and inquiries: Gaines Dog Research Center, 250 North St., White Plains, N.Y. 10625.

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Pets — 1) Best column, 2) best news report, 3) best single feature story and 4) best article in a weekly or semi-weekly are the categories in the 1974 Dog Writers' Association of America competition. All categories are divided into two circulation groups, above and below 150,000. Categories 1 and 2 require six examples of the writer's work. Deadline: November 5. Entries and inquiries: Stanley Orne, 1016 Cypress Way, San Diego, Ca. 92103.

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Photography-Construction—Pictures depicting construction in progress as "dynamic, interesting or aesthetically appealing" are eligible to compete for awards of \$1,000, \$750 and \$500, sponsored by the Associated General Contractors of America. Deadline: January 15. Entries and inquiries: Albert G.

for medical journalism above and beyond ...



**the american medical association
announces the 1973 medical journalism
awards competition**

The AMA awards program has as its purpose the recognition of those outstanding achievements in medical journalism which have contributed to a better public understanding of health and medicine.

Awards of \$1,000 in each of five categories will be presented to the entries selected by the Medical Journalism Awards Committee. The categories of competition are:

Magazines	Radio	Television
Newspapers	Editorials	

The deadline for all entries is February 1, 1974. For complete information on rules and submission of entries, please write to:

Medical Journalism Awards Committee
American Medical Association
535 North Dearborn Street
Chicago, Illinois 60610

Holzinger, Assistant Director, Information Division, Associated General Contractors, 1957 E St., NW, Washington, D.C. 20006.

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Photography-General—\$10,000 in cash prizes, including Nikon cameras, are awarded in the National Press Photographers Association Picture of the Year competition, open to all photo-journalists. 78 awards in 26 classes, plus two Grand Prizes and the recently instituted "World Understanding Award," will be presented. Rules for the contest are established by the University of Missouri School of Journalism. Deadline: January 31. Inquiries and entries: Professor Cliff Edom, School of Journalism, University of Missouri, Columbia, Mo. 65201.

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Photography-General — A specially-designed \$100 glass trophy is First Prize for the best color slide or print depicting "Life in the World," or "Man and Man's Environment," in the Photographic Society of America's Photo-Journalists of the Year competition. Eligible entries must come from photographers who have previously won a top award in PSA-approved exhibitions. Four awards are available, divided usually, two for slides, two for prints. Current winner: T. G. Wyatt, Richmond, Va. Deadline: July 15. Entries and inquiries: Ben Pearlman, director, Photo-Journalist of the Year Award, 38 Harper Dr., Pittsford, N.Y. 14534.

* * *

Photography-General—The 17th annual global contest for the Press Photo of the Year is sponsored by the Stitching Foundation under the auspices of the Prince of The Netherlands. The premier award includes a cash prize (5,000 Dutch guilders), the Diploma of Excellency and a flight to and from The Netherlands via KLM Royal Dutch Airlines for attendance at the exhibition as a guest of honor. Winners in seven categories receive the Golden Eye; second and third prizes are gold medals. Current winner: "Nick" Ut, AP, Saigon. Deadline: January 31. Entries and inquiries: World Press Photo Holland Foundation, P.O. Box 5084, Amsterdam, Holland.

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Photography-Horse Racing (See Also Sports) — Winner of the Thoroughbred Racing Association's Eclipse Award is guest at the Eclipse Award Dinner where he receives a trophy and \$500 cash prize. Any print (with accompanying published photo) on Thoroughbred Racing may be entered. 1972 winner: Bob Coglianese, NYRA press photographer. Deadline: October 31. Entries and inquiries: TRA Service Bureau, 5 Dakota Dr., Lake Success, New Hyde Park, N.Y. 11040.

* * *

Photography-Pro Football — The Pro Football Hall of Fame announces its sixth annual contest for photos (b&w and color), taken during National Football League games, offering cash prizes in four categories plus a trip for the winners to Football's Greatest Weekend festival in July. 1972 winners: Ron Overdahl, *Milwaukee Journal*; Bob East, South-Dade (Fl.) *Newsleader*; Carl Skalak, Jr., *Elyria (O.) Chronicle-Telegram*; Jerry

Manis, *Alton (Ill.) Telegraph*. Deadline: Postmark by February 18. Entries and inquiries: Donald R. Smith, Director of Public Relations, Pro Football Hall of Fame, Canton, O. 44708.

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Photography-Rodeo — Cash prizes of \$100, \$50 and \$25 are given for the best photographs on rodeo events entered in the Levi's/International Rodeo Writers Association Rodeo Press Contest. Winners also receive—from the contest's co-sponsor Levi Strauss & Co.—a pair of Levi's denims. 1972 winner: John Foster. Deadline: February 28. Entries and inquiries: Levi's /IRWA Rodeo Press Contest, 98 Battery St., San Francisco, Ca. 94106.

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Photography-Sports—E. P. Dutton & Co. offers two \$100 prizes to photo-journalists in the 30th year of their Best Sports Story competition. Best Action Photo and Best Feature Photo are the categories of consideration. 20 of the top photos will be included in the publication, "Best Sports Stories, 1974." Current winners: John E Biever and John Valentine. Deadline: December 31. Entries and inquiries: Edward Ehre, 1315 Westport Lane, Sarasota, Fla. 33580.

* * *

Physics/Astronomy — A \$1,500 cash award, plaque and trophy go to the winner of the AIP-United States Steel Foundation Science Writing Award in Physics and Astronomy. The Award is sponsored by the American Institute of Physics for articles published during the calendar year. Current winner: Edward Edelson, *New York News*. Deadline: January 31. Inquiries: Press Relations Division, American Institute of Physics, 335 E. 45th St., N.Y., N.Y. 10017. Entries: Audrey Likely c/o the above address.

* * *

Problems of Disadvantaged—Accounts of life styles, problems, remedies and analyses of public policies pertaining to the disadvantaged, published during 1973, are eligible for entry in the Robert F. Kennedy Awards competition. Jean Heller, AP Correspondent won a 1972 award for an article, "The Tuskegee Syphilis Study." Deadline: February 1. Entries and inquiries: The Robert F. Kennedy Journalism Awards Committee, 1035 30th St., N.W., Washington, D.C. 20007.

* * *

Public Service — A \$2,500 top prize, plus runnerup prizes (\$1,000 and \$500) are available to newspapers who demonstrate outstanding public service to the judging committee for the Roy W. Howard Public Service Awards. Sponsors, the Scripps-Howard Foundation, presented the 1973 award to the *St. Louis Globe-Democrat*. Deadline: Postmark by March 15. Inquiries: The Scripps-Howard Foundation, 200 Park Ave., N.Y., N.Y. 10017. Entries: Roy W. Howard Awards c/o the above address.

* * *

Public Service—The APME Public Service Award is presented to an Associated Press member newspaper for outstanding service to its community (local, state or national). Work published between August 1 and July 31 may be nominated. Entries and inquiries: Ted Boyle, Rm.

521, The Associated Press Bldg., 50 Rockefeller Plaza, N.Y., N.Y. 10020.

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Reading — Journalists reporting in depth studies of reading instruction, research or ongoing coverage of reading programs in the community, are invited to submit entries in the International Reading Association's Print Media Award contest. Newspapers in three categories and wire services qualify. Current winner: David W. Masters, *Springfield (O.) News*. Entries published during the 1973 calendar year are eligible. Entries and inquiries: Dr. Clifford D. Pennock, Chairman, Print Media Awards Committee, Faculty of Education, University of British Columbia, Vancouver 8, B.C., Canada.

* * *

Real Estate—Cash prizes of \$150, \$100 and \$50 are available to members of the National Association of Real Estate Editors in their annual NAREE Awards program. Deadline: September 30. Inquiries: E. D. Alexander, Executive Secretary, 3033 Ryan Place Dr., Fort Worth, Tex. 76110.

* * *

Real Estate—Four new categories have been established in the ninth annual creative reporting contest sponsored by the National Association of Realtors. Real Estate Editors and writers employed by newspapers and magazines available to the general public are eligible to win \$350 in three prizes. Categories: Best regular real estate column, best consumer information, best article on real estate as an investment, and best article(s) on local problems which connote national concern. Deadline: before October 1. Entries and inquiries: Department of Public Relations, National Association of Realtors, 155 E. Superior St., Chicago, Ill. 60611.

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Recycling—The National Association of Secondary Material Industries offers a \$1,000 award to newspapers and reporters on the subject of recycling in the 2nd annual NASMI Media Awards. Current winners: *Philadelphia Bulletin* and *Copley News Service*. Deadline: February 1. Entries: Media Awards, National Association of Secondary Material Industries, Inc., 330 Madison Ave., N.Y., N.Y. 10017. Inquiries: Si Wakesburg c/o the above address.

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Religion-General—Open to secular journalists in the U.S. and Canada, the three Supple and Schachern Awards are annually administered by the Religion Newswriters Association. Ten articles by an individual writer must be submitted in the \$100 Supple Contest. The \$100 Supple Special contest is limited to weeklies and dailies under 50,000. The \$100 Schachern contest is open to newspapers and magazine religious sections. Deadline: February 1. Inquiries: Richard Ostling, Time & Life Bldg., N.Y., N.Y. 10020.

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Religion-General—Nominations are currently being accepted by the Religious Public Relations Council for their RPRC Award of Merit. Recognition of outstanding communication in the field of religion through journalism or broadcasting is the purpose for competition. Deadline for

nominations: February 1. Entries and inquiries: Dr. Marvin C. Wilbur, executive secretary, Religious Public Relations Council, Inc., Rm. 1031, 475 Riverside Dr., N.Y., N.Y. 10027.

Religion-General — The National Conference of Christians and Jews has consolidated several media awards programs into the Mass Media Award, open both to newspapers and magazines. A Bronze Medallion and Certificate of Recognition are awarded. Entries must have been published during the calendar year and submitted to the nearest NCCJ regional office for screening. Entries from areas where no NCCJ office exists should be forwarded to the New York office. Inquiries: National Conference of Christians & Jews, 43 W. 57th St., N.Y., N.Y. 10019, Attn: Harry Robinson.

Religion/Presbyterian — Open to newspapers in 16 southern and border states where denomination work is concentrated, the R. S. Reynolds Award for Excellence in Religious News Coverage annually presents a \$100 cash prize and plaque each to a daily and non-daily newspaper. Judging is based on the entering newspaper's continuing effort to report and interpret religion. States eligible: Arkansas, Florida, Georgia, Kentucky, Louisiana, Alabama, Maryland, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia. Deadline: May 1. Entries and inquiries: William P. Lamkin, director of Presbyterian News Service, 341 Ponce de Leon Ave., N.E., Atlanta, Ga. 30308.

Reporting—Journalistic achievement in the spirit of the late Heywood Broun is honored by the Newspaper Guild in the annual prize of \$1,000. Entrants need not be members of the Newspaper Guild. Current winners: Carl Bernstein and Bob Woodward, *Washington Post*. Deadline: January 15. Entries: Newspaper Guild, 1125 15th St. NW, Washington, D.C. 20005. Inquiries: Barbara Lugovich c/o the above address.

Reporting—\$5,000 Drew Pearson Prize is available to all investigative reporters in all media. Current winners: Carl Bernstein, Barry Sussman and Robert Woodward, *Washington Post*. Entries and inquiries: Joseph Borkin, executive director, The Drew Pearson Foundation, Suite 1016, 1156 15th St., Washington, D.C. 20005.

Reporting—*Milwaukee Journal* columnist, Bill Stokes, is the most recent winner of the \$1,000 Ernie Pyle Memorial Award, sponsored by the Scripps-Howard Foundation. Human interest reporting that most resembles the style of the late Ernie Pyle is the criterion for the award. Deadline: January 15. Inquiries: The Scripps-Howard Foundation, 200 Park Ave., N.Y., N.Y. 10017. Entries: Ernie Pyle Memorial Award c/o the above address.

Safety—The National Safety Council has amended its award program and now presents a Certificate of Appreciation

available to any member of the media, in lieu of its former Public Service Awards. The award is still meant as an honor for exceptional service to safety. Inquiries: William E. Hawkins, Assistant Director, Public Information Department, National Safety Council, 425 N. Michigan Ave., Chicago, Ill. 60611.

Science—\$1,000 in two circulation categories (weeklies included) is given in the 21st annual science writing competition sponsored jointly by the American Association for the Advancement of Science and the Westinghouse Education Foundation. Entries may be submitted by others than the author. Current winners: Walter Sullivan, *New York Times*; Dennis Meredith *Phoenix-Times Newspapers* (R.I.). Deadline: December 10, in 1973. Entries and inquiries: American Association for the Advancement of Science, 1515 Massachusetts Ave., NW, Washington, D.C. 20005.

Science—\$1,000 will be awarded in the annual Claude Bernard Science Journalism Awards, sponsored by the National Society for Medical Journalism. Newspaper writers offering basic research in the life sciences (including experimental medicine) may submit articles by February 15, 1974. Current winner: William Rice, *New York News*. Entries: National Society for Medical Research, 1330 Massachusetts Ave., NW, Washington, D.C. 20005. Inquiries: James R. Bosarge, Jr., Publications Director c/o the above address.

Science Writing—Two \$1,800 stipends for a year's graduate study in science and journalism are granted to the winners of the Nate Haseltine Memorial Fellowships. The Council for Advancement of Science Writing, under a grant from the Pharmaceutical Manufacturers Association, sponsors the two annual fellowships. Deadline: April 30. Applications and inquiries: CASW, Kimberton Rd., Chester Springs, Pa. 19425.

Sports-Auto Racing—The STP Corporation annually distributes \$2,875 in 15 cash prizes through the American Auto Racing Writers. News, feature, column, magazine and technical writings on the subject of auto racing qualify. Deadline: November 30. Entries and inquiries: Dusty Brandel, executive secretary, AARWBA, 922 Pass Ave., Burbank, Ca. 91505.

Sports-Boating—A certificate and a \$1,000 honorarium go to the winner of the Director's Award given by the National Association of Engine & Boat Manufacturers for reporting on boating and allied water sports. At the judges' option \$100 Honorable Mentions may also be given. Deadline: October 1. Entries and inquiries: H. A. Bruno & Associates, Inc., 30 Rockefeller Plaza, N.Y., N.Y. 10020.

Sports-General—E. P. Dutton & Co. offers two \$250 prizes to newspaper writers in the 30th year of their Best Sport Story competition. Best news-coverage and best news-feature story (or column) are the categories of consideration. 40 to

50 of the top stories will be included in the publication, "Best Sports Stories, 1974." Current winners: Jerry Nason and Dan Lauck. Deadline: December 31, in 1973. Entries and inquiries: Edward Ehre, 1315 Westport Lane, Sarasota, Fl. 33580.

Sports (See Also Photography)—Horse Racing—Winner of the Thoroughbred Racing Association's Eclipse Award is a guest at the Eclipse Awards Dinner where he receives a trophy and \$500 cash prize. News stories, columns or features on Thoroughbred Racing may be entered. 1972 winner: Phil Rinaldo, *Buffalo Courier-Express*. Deadline: October 31. Entries and inquiries: TRA Service Bureau, 5 Dakota Dr., Lake Success, New Hyde Park, N.Y. 11040.

Sports-Pro Football—Shick Safety Razor Company awards annually a \$1,000 cash prize for "The Story of the Year" regarding professional football. Best game report and best feature article on the current season which appeared in newspapers, magazines, wire services or syndicates will be selected. Winners in each category will receive \$500. Entries must be from members of PFAA. Deadline: March 1. Entries and inquiries: Dick Carpenter, Pro Football Writers Awards, 444 Madison Ave., N.Y., N.Y. 10022.

Sports-Rodeo—Cash prizes of \$100, \$50 and \$25 are given for the best news and feature stories about rodeo events entered in the Levi's/IRWA Rodeo Press Contest. Winners also receive a pair of Levi's denims. 1972 winners: Bob Colvin, *Daily Oklahoman*, and Willard Porter, article in *The American West*. Deadline: February 28. Entries and inquiries: Levi's/International Rodeo Writers Association, Rodeo Press Contest, 98 Battery St., San Francisco, Ca. 94106.

Travel—Interest in the annual Pacific Travel Story Contest has almost tripled in the last three years. Newspaper stories (single or series) from any newspaper in the U.S. or Canada, on the general subject of travel in any of the four regions of the Pacific Ocean (established by the PATA) are eligible for Awards and Certificates of Excellence. Deadline: December 1. Entries and inquiries: Pacific Area Travel Association, Attn: Peggy O'Neal, 228 Grant Ave., San Francisco, Ca. 94108.

Travel-Canada—Explore Canada Contest offers awards for general interest materials on Canada and special features on Canadian attractions for tourists published during the calendar year in U.S. newspapers. Deadline: The end of February. Inquiries: Miss B. Sheffield, projects officer, Travel Industry of Canada, Suite 1016, 130 Albert St., Ottawa, Ont., Canada. K1P 5G4. Entries: Chairman of contest c/o above address.

For information on awards for typography, advertising, etc., see pages 612-614 of the 1973 Editor & Publisher Year Book

United Nations — New York Deadline Club, Sigma Delta Chi and International Telephone and Telegraph jointly sponsor the \$500 Deadline Club Competition for coverage dealing with the United Nations. All reports must be in English. Current winner: Robert Alden, *New York Times*. Deadline: About April 1. Entries and inquiries: Leigh Smith, Awards Chairman, New York Deadline Club Chapter SDX, 39th Fl., #1 Gulf & Western Plaza, N.Y., N.Y. 10023.

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Urban Affairs—Articles appearing in any newspaper in the U.S. and Canada on the subject of city, regional or state planning, community development and urban affairs, qualify for the American Society of Planning Officials' Journalism Award. Nominations are invited from newspaper personnel, planning agencies or any party. Current winners: *Milwaukee Journal*, *Chicago Today*, *Honolulu Advertiser* (Award shared). Deadline: February 15. Entries and inquiries: Ed McCahill, Publications Director, ASPO, 1313 E. 60th St., Chicago, Ill. 60637.

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Weekly Editors—Elijah Parish Lovejoy Award is presented to the most deserving weekly newspaper editor in memory of the courage of this legendary journalist. Award is open to weekly newspaper editors only and concerns their unique influence in their communities. Current winner: Bennie Scarton, Jr., *Manassas (Va.) Journal Messenger*. Deadline: April 31. Entries and inquiries: Bryce W. Rucker, School of Journalism, Southern Illinois University, Carbondale, Ill. 62901.

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Women's Interest—Articles discussing the contemporary realities which the woman's page reader encounters in her daily life are eligible for entry in the 14th annual Catherine L. O'Brien Award competition. Sponsor, Stanley Home Products, offers three cash prizes (\$500, \$300 and \$200) plus three scholarships (\$1,000, \$750 and \$500) to be given to the student of the winner's choice. Entry blank must be obtained. Deadline: January 15. Inquiries: Catherine L. O'Brien Award, Rm. 1100, 110 E. 59th St., N.Y., N.Y. 10022.

* * *

Women's Interest — Three prizes are offered for women's pages (1st-\$1,000, 2nd-\$500 and 3rd-\$250) in five categories, based on circulation, for daily and weekly newspapers, plus a single fashion story award (\$1,000 and two other \$1,000 reporting awards) in the annual Penney-Missouri Awards competition. The contest, co-sponsored by J. C. Penney Co. and the University of Missouri School of Journalism, also has a division for photography now conducted by the University and the National Press Photographers Picture of the Year competition. All competitions are quite detailed and further information should be obtained. Deadline: October 31.

Inquiries: Penney-Missouri Awards, School of Journalism, University of Missouri, Columbia, Mo. 65201.

* * *

Women Only—1974 is the 2nd year for the "Bird on the Golden Bough," an award created in memory of CBS correspondent Michele Clark. Competition is open to all women journalists who exhibit the highest level of "dedication and professionalism in the fields of broadcast or print journalism." Current winner: Diane White Porterfield, KSD-TV News, St. Louis. Deadline: July 1. Entries and inquiries: Hard Art, Inc./Executive Suite 214, 34 N. Brentwood, Clayton, Mo. 63105.

16th Annual Branham Scholarship awarded

Two \$500 Branham Memorial College Scholarships have been awarded by the newspaper advertising sales firm of the same name. The scholarship, in its 16th year, is awarded annually to dependents of employees of newspapers represented by the Branham Company. This year's winners, as judged by Columbia University, are Julie Ann Nilson, McKinleyville, California, whose father is employed by the *Port Angeles (Wash.) Daily News*; and Spencer Pearson, Jr., son of an employee at the *Corpus Christi Caller Times*. Miss Nilson is attending the University of California at Davis and Pearson the Massachusetts Institute of Technology.



THIS CONSTRUCTION SITE PHOTO by Ken Oakes, staff photographer of the Vancouver (B.C.) Sun, won top honors in the sixth annual competition sponsored by the Amalgamated Construction Association in British Columbia. Oakes made the shot of construction at the Sheraton Landmark Hotel in Vancouver from the end of a tower crane boom high above the hotel, using a fisheye lens. The picture won over 100 others published in B.C. media.

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. . . \$5,252,291,000.00 to be exact, according to the 1973 Survey of Buying Power! PLUS, all time highs in Circulation, Construction, and Industrial Growth. Why wait? Sail a schedule into Tulsa (America's newest inland port), and watch your sales Soar!!!

THE OIL CAPITAL NEWSPAPERS morning / evening / sunday

Two Independent and separately owned Newspapers

Representatives — BRANHAM-MOLONEY

AN OCEAN PORT



400 advertisers tour paper's new cold-type layout

The *Long Beach* (Calif.) *Independent Press-Telegram* easily solved the problem of how to explain its new computerized typesetting operation to advertisers. The paper invited all the advertisers on a tour of the IP-T plant.

About 400 retail, national and classified advertisers toured the IP-T operation on October 9, 10, and 11. The advertisers were literally bombarded with a detailed, yet layman's explanation of the new systems.

Cold-type and computers are not the good old days of newspapering that many advertisers still relate to. Lead, mats and linotypes, the advertisers soon learned, are long gone at many newspapers, and especially at the IP-T.

IP-T advertising director Don Nutter explained the reason for the tour. "Now, when they (the advertisers) see their ads in print, the highly sophisticated operations that begin rolling the minute their order is placed, will come back to them. When it's right, and even when something goes wrong, they'll have a better understanding of why."

Since late fall of '72, the *Independent Press-Telegram*'s two OCRs, computers and photocomposition units have been fully operational. The OCRs, supplied by CompuScan, are processing all news and classified advertising copy at an average rate of 320 lines per minute. Currently a paper tape operation from the CompuScans to the Tal Star System's General Automation 18/30 computers is being utilized. The change over to a fully on-line operation will be completed soon.

Since early 1973, the computer to Linotron 505TC typesetting process has been completely on-line. Processors are used to develop the film cartridges off the 505s.

On January 22, 1973, the IP-T went completely cold-type, printing from lead plates cast from mats made from thin zinc pattern plates. And on April 30 of this year, the newspapers began printing directly from the Ball Metal thin zinc plates, .030 inch thick.

Cutler-Hammer has been the major supplier of equipment to the new 15,000 square-foot mail room. The modernization included the installation of three Model II stackers and a console-controlled bundle distribution and truck loading system. A nine- and five-head Sheridan Insertter completed the project.

Two new video display terminal editing systems began arriving just days after the tours ended, and will soon be put into experimental operation in the news and classified advertising departments.

Hendrix VDTs backed up by a PDP-8 and -11 computer system will be used by all editorial departments. The first of a scheduled 20 will be in full operation by early December. Target date for complete video display editing of news and feature



ADVERTISERS TOUR—An explanation of the *Independent Press-Telegram*'s new stacker and delivery system was only the beginning of tours showing over 400 advertisers how the newspaper's new production equipment speeds their advertising to the consumer.

material is set for March, 1974.

Reporters' stories will be handled through the CompuScans, as well as directly through the Hendrix VDTs for storage, retrieval and final processing. All wire copy will also be captured on the Hendrix system.

Delta Data System VDTs will soon be used on an experimental basis to edit some classified advertising copy. Eventually complete ad mark-up and input to the computer may be handled through these VDTs.

Family Weekly adds three new papers

Three newspapers will start to carry *Family Weekly* January 13, president-publisher Morton Frank announced.

They are the *Montgomery* (Ala.) *Advertiser*, the *Joplin* (Mo.) *Globe*, and the *Eau Claire* (Wisc.) *Leader-Telegram*.

With two other papers signed to start *Family Weekly* in the spring, but not yet announced, the subscribing list of newspapers will number 294, a new high, with circulation expected to exceed 10,300,000.

For 1973 to date, *Family Weekly* shows a lineage increase of 7.4% as compared to last year. The revenue gain is a larger percentage than the lineage, as is the increase in operating costs, stated Frank.

Photographic IDs

WCBS-TV has assigned three former *Life* magazine photographers to photograph people at work and play for showing during the 2-second station identification breaks around the clock. The pictures appear 48 times a day. The photographers are John Dominis, George Silk, and Co Rentmeester.

Reporter is suspended for organizing 'walkout'

A strike against the *Cleveland Plain Dealer* was voted down 133 to 46 on December 12 after members of the PD unit of the *Cleveland Newspaper Guild* disputed the suspension of a reporter.

The suspension followed a five-hour Guild meeting on Friday of the previous week. Nearly all staff members left their posts to attend the meeting and did not return until after editors and the few staffers who remained had put in the first edition of the Saturday paper.

The *Plain Dealer* management viewed the staff action as a walkout and violation of the Guild contract, which does not expire until October 31, 1974.

J. Stephen Hatch, a police reporter and newly-elected third vicepresident of Guild Local #1, was named by management as one of those mainly responsible for the walkout, and Hatch was suspended for two weeks in contemplation of discharge.

When a strike was threatened instead of binding arbitration under the contract as management had urged, the company petitioned the U.S. District Court for an injunction restraining the Guild from striking. After the Guild vote the petition was withdrawn.

According to John Hammett, the *Plain Dealer* labor relations-personnel director, the company's position is that the five-hour walkout during working hours just before the first edition was unauthorized and the suspension of Hatch is founded upon sound legal precedent.

The Guild had filed an unfair labor practice charge over Hatch's suspension with the National Labor Relations Board. Guild officers contended that the Friday action was a scheduled meeting of the unit and not a walkout. Its purpose, they said, was to consider the transfer of another reporter (Robert J. Dolgan) from a job of writing a feature column to work on the copy desk. A grievance session with management preceded the unit meeting.

Robert T. Stock, president-elect of the *Cleveland* local, said the Hatch dispute would be submitted to arbitration. After rejecting the strike action the PD unit voted without dissent, Stock said, to strike next October 31, when the present contract expires, unless the disputes involving Hatch and Dolgan have been resolved to the Guild's satisfaction.

MacMillan Bloedel to go to lighter grade

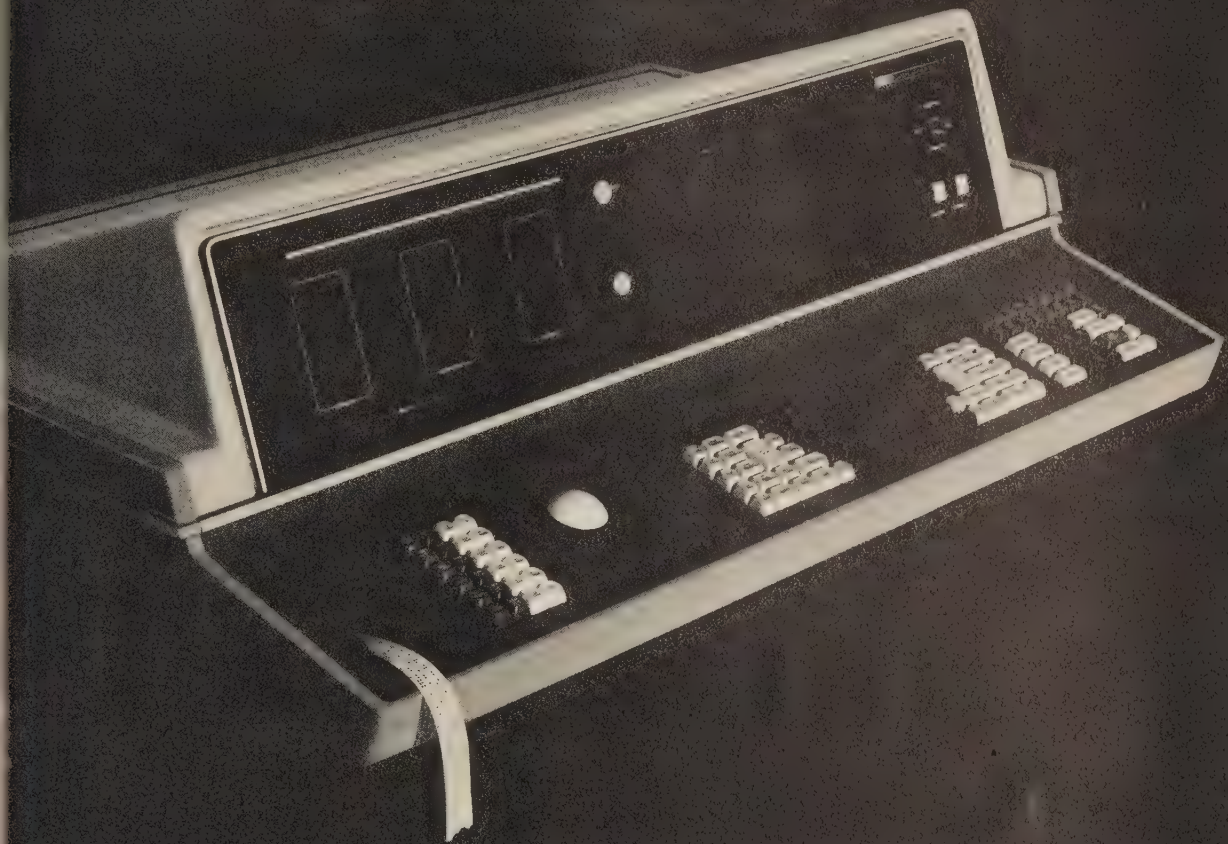
MacMillan Bloedel, Ltd. said this week it will switch its newsprint production to 30 lb. sheet-grade, from 32 lb. standard-grade.

The company said the move was in line with an "industry wide trend towards standardization of this weight."

MacMillan also announced about a 6 percent price rise, but said the rise would be offset by greater yield to the customer.

MacMillan's current price for standard grade newsprint in the Western U.S. is \$178 per ton.

Worth waiting for!



It took us a little longer to get our UltraSeries markup and editing terminals into production. But we wanted ours to do more, and that always takes more time. We think you'll agree, they were worth waiting for.

We offer four basic terminals in the UltraSeries. All are designed to save you time and money by letting you eliminate mistakes and make all your corrections before the copy ever gets to a phototypesetter.

All terminals double as basic input keyboards and we offer counting and non-counting models plus programmable format and text storage.

These features are standard:

1. Input and output via paper or magnetic tape.
2. 800-character screen with character set of unusual clarity.
3. Billiard ball control which moves cursor to any point on the screen with a flick of the fingers.
4. 2000-character working memory (expandable to 4000 characters as an option).
5. Unique search routine for locating known data with a few simple keystrokes—no need to scroll through the memory, line by line and visually search.
6. Efficient, easy to operate keyboards with type-setting and system controls grouped logically to speed operation.
7. Command keys and indicators tailored to your typesetting equipment.
8. Programmable memory files for storing often used formats and text (not included on UltraText models).

Let AKI show you exactly what the UltraText, UltraComp, UltraEdit or UltraCount can do for you.

For full details call us collect in the West at (206) 747-6960, in the East at (404) 432-0651. Or write us, **Automix Keyboards, Inc.**, 13256 Northrup Way, Bellevue, Washington 98005.



HAROLD E. MCCLELLAND, who came to the *Wisconsin State Journal*, Madison, in November, 1923, as travel writer and reporter has retired. Mac's "Through the Windshield" travel and motor column has appeared almost continuously for almost 50 years. He also is former city and state editor of *The State Journal*. He will continue to do some free lance travel writing.

HERBERT G. JACKSON JR., former city editor of *The Times-Union*, Rochester, N. Y.—to assistant professor/communications, The William Paterson College of New Jersey at Wayne.

JOHN KOOP, former newspaperman in Minnesota, is now circulation manager for the *Oregon City (Ore.) Enterprise-Courier*.

JEAN ANDERSON has left the Salem (Ore.) bureau of UPI to become a general assignment reporter for the *Albany (Ore.) Democrat Herald*. Also joining the staff are **LYTTLETON L. STAMPS**, formerly with the *Springfield (Ore.) News* as copy reader, and three news trainees, **JERRY EGGERS**, **CHRIS JOHNS** and **JANINE GRANT**.

JIM FLANIGAN, former news editor of the *Salem (Ore.) Capital Journal*, has been named Northwest News editor of the *Portland (Ore.) Journal*.

JOHN C. (Jim) COUNCIL, chairman of the editorial board of the *Tribune and Times*, Tampa, Fla., has announced his retirement, after more than 48 years' service with *The Tribune Company*.

JAMES A. CLENDINEN will succeed Council as chairman of the Editorial Board. Other changes:

ROBERT L. HUDSON—to executive editor of the *Tampa Tribune* and **JAMES F. URBANSKI**—to business manager of the *Tampa Tribune and Times*.

A. PAUL HOGAN, assistant managing editor since 1971, appointed to succeed Hudson as managing editor of the *Tribune*.

JOHN W. ROELL, who has served as retail advertising manager since 1967, named to succeed Urbanski as advertising director.



SWAN

MINTZ

JAMES W. SWAN, publisher of the *Rapid City (S.D.) Journal*—elected president of the *Rapid City Journal Company*. He succeeds his father, **JOYCE A. SWAN**, who becomes chairman of the board of the *Rapid City Journal Company*. Four other *Journal* executives have been elected vicepresidents: **JAMES KUEHN**, editor; **JERRY SHOENER**, circulation manager and assistant treasurer; **RALPH ROSENE**, operations manager; and **GEORGE MICHALOV**, controller and assistant treasurer.

ASHER MINTZ—vicepresident and treasurer of *Suburban Publishing Corporation*, Union, N.J.—named associate publisher.

CRAIG CLAIBORNE, food editor of the *New York Times* for 14 years, rejoins the paper January 13. **JOHN CANADAY**, art critic for the *Times* since 1959, will review restaurants for the newspaper. **JOHN HESS**, currently serving as food critic, will return to the *Times'* metropolitan reportorial staff.

E. W. LARRACEY—appointed publisher and general manager of the *Moncton (New Brunswick) Times and Transcript* newspapers. Larracey joined the company in 1938 as a reporter and served in various editorial and news capacities before being named vicepresident and assistant to the publisher in 1970.

NED PIA—named advertising director of the *Riverside (Calif.) Press-Enterprise*. Pia succeeds **RUDY MARCUS**, director of advertising and public relations for the paper. Marcus, who has semi-retired from his position, will serve as public relations coordinator for the *Press-Enterprise*.

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SAUTER

HICKMAN

JAMES E. SAUTER, executive vicepresident, was elected president of *Booth Newspapers, Inc.* Mr. Sauter will continue to serve as chief operating officer; **GORDON CRAIG** will remain chief executive officer of the publishing and telecasting corporation.

J. C. HICKMAN, training coordinator for *Speidel Newspapers Inc.* for the last two years, named publisher of the *Iowa City (Iowa) Press-Citizen*.

He succeeds **KENNETH E. GREENE**, who died December 9.

SIDNEY B. MCKEEN of the *Worcester (Mass.) Telegram-Gazette* Newspapers, elected president of the *New England Society of Newspaper Editors*. His fellow officers are **PHILIP R. SCHEIER**, Malden (Mass.) *News*, vice president; **K. ROBERT NORLING**, Concord (N.H.) *Monitor*, secretary; and **LEONARD J. COHEN**, Providence (R.I.) *Journal-Bulletin* Newspapers, treasurer.

JOHN E. KIRBY—promoted to assistant advertising director of the *Ithaca (N.Y.) Journal*.

TRUDY PROKOP, former business writer and columnist for the *Philadelphia Inquirer*, has joined the economic news staff of the *Philadelphia Bulletin*.

ROBERT L. MOYER—named director of production for the *Kankakee (Ill.) Daily Journal*, the *Moline (Ill.) Dispatch*, the *Ottawa (Ill.) Daily Times*, and the *LaPorte (Ind.) Herald-Angus*, all papers in the Small Group. Moyer was previously production manager and assistant general manager of the *Trenton (N.J.) Times*.

JAMES JEROW—director of advertising at the *Cincinnati Enquirer*, has been named a vicepresident as well. He succeeds **THOMAS GORMLEY**, who resigned.

WILLIAM A. GOOD, 47-year newspaper advertising veteran, to retire at the end of December as advertising director of *Fort Wayne Newspapers, Inc.*, agent corporation for *The News-Sentinel* and *The Journal-Gazette*, Fort Wayne, Indiana. He is succeeded by **HILARY A. SADLER**, former manager of the general advertising department.

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in the news



HATFIELD

SHUMWAY

JACK D. HATFIELD—appointed controller of Gore Newspapers Company, publisher of the *Fort Lauderdale* (Fla.) *News* and the *Sun-Sentinel* (Pompano Beach, Fla.).

* * *

DEVAN L. SHUMWAY, former assistant director of communications at the White House—appointed editor of the *Illinois State Journal*. Shumway, 43, served as press director of President Nixon's 1972 campaign and stayed with the Committee to Re-elect the President until recently. Formerly with the UPI in Salt Lake City, Utah and Sacramento, Cal., Shumway became director of communications for U.S. Sen. George Murphy (R-Calif.) in 1969 and in December, 1970, was appointed assistant to Herbert G. Klein, director of communications for the White House.

* * *

DALE D. MORSCH—appointed news editor for Canada by United Press International. He succeeds **EMIL R. SVEILIS**, new Stockholm bureau manager.

* * *

REINHARD M. SORGE of United Press International has been elected president of the U. N. Correspondents Association. He will succeed **ANNE WEILL TUCKERMAN** of Agence France-Presse for the year beginning Jan. 1.

JOGINDRA K. BANERJI of the *Hindustan Standard* of India was elected first vice president, **ASAHI KAMEI** of Kyodo News Service of Japan second vicepresident and **WILHELM WURDAK** of the German General News service of East Germany third vicepresident.

KIM TAE-UNG of Hankook Ilbo and *Korea Times* was elected secretary and **RAGHAVENDRA CHAKRAPANI** of the Press Trust of India, treasurer.

* * *

GEORGE J. VASCONI—to business manager of the *Las Vegas Review-Journal*.

* * *

Staff changes announced by the *Greenfield* (Mass.) *Recorder*—**DAVID J. JAMES**, formerly with the *St. Albans* (Vt.) *Messenger* and papers in New York state and Vermont—named sports editor. He replaces **JOHN B. HAYWOOD**, resigned. **WALENTYNA POMASKO**—to organizations reporter, replacing **ELISABETH B. HOLDEN**, resigned. **JANET HUGHES**, formerly with *The Springfield Union* and *Sunday Republican*, will replace Pomasko as South Deerfield correspondent.

THEODORE F. KOOP, retired vicepresident of Columbia Broadcasting System, has been elected Chairman of the board of the Washington Journalism Center. He has been secretary of the Center.

Succeeding Koop as secretary is **ROBERT E. L. BAKER**, Deputy Managing Editor of the *Washington Post* and a member of the Center's Board of Trustees.

* * *

ROBERT B. GEARON and **NEIL HANLON** have joined Parade Publication, Inc. as advertising sales representatives.

Gearon was formerly associated with Harper-Atlantic Sales, Inc., and Hanlon came to Parade from McCall Publishing Company.

* * *

JOHN BARNETT—named page one editor of the *Wall Street Journal* effective January 11, 1974. He replaces **MICHAEL GARTNER** who will join the *Des Moines*, (Ia.) *Register and Tribune* as executive editor.

* * *

Several promotions to major positions in the editorial department of *The Hartford Courant* have been announced. Effective Jan. 1, the promotions are:

CHARLES L. TOWNE, now assistant managing editor, will become associate editor and editor of the editorial page. **WILLIAM J. FOOTE** will retire as editor of the editorial page.

IRVING KRAVSOV, now city editor, will become managing editor. He will replace **WILLIAM J. CLEW**.

REID MACCLUGGAGE, now state editor, will become assistant managing editor, replacing Towne.

CHARLES F. J. MORSE, chief of The Courant legislative and Capitol bureau, will be city editor, replacing KRAVSOV.

CHARLES J. TRENKLE III, assistant state editor, will be state editor, replacing MACCLUGGAGE.

WILLIAM F. NEWELL, assistant sports editor, will be sports editor. **WILLIAM J. LEE**, now sports editor, will retire.

IRENE DRISCOLL, legislative reporter, will replace Morse as chief of the legislative and Capitol bureau.

RUSSELL I. HAVOURD, state desk, will replace Trenkle as assistant state editor.

* * *

HANEY L. WOMACK, president of the Independent Publishing Co., and publisher of the *Anderson* (S.C.) *Independent* and the *Daily Mail* since acquisition of the newspaper in February, 1972, by Harte-Hanks Newspapers, Inc., has resigned.



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Editor/photographers are picture teams at N.J. seminar

By Lenora Williamson

The team concept of word and picture people was utilized in conducting the first in-service seminar of the New Jersey Press Association aimed at better use of pictures and graphics in area newspapers.

The twenty-hour weekend session was held in mid-November at the Continuing Education Center of Rutgers University, New Brunswick, with Chuck Scott, Ohio University photojournalism professor, and Tim Manning, chairman of the NJPA photo committee, headed the project. Thirteen participating newspapers paid a flat \$110 all-expense fee for each photographer and editor who attended. Representation ranged from dailies to several weeklies around the state. Twenty-two managing editors and news, family, and night editors, one reporter, and photographers were in the group.

The seminar was a condensed version of the 30-hour, two-weekend format used by Scott for mid-west newspapers, and seemingly accomplished its purpose of closing the communications gap between photographers and editors, judging by discussion and remarks in evaluation essays turned in by participants after the final session.

"For the first time," wrote one photographer in his evaluation, "I'm aware of problems of editors and the advertising department as related to me." One editor, attending his first newspaper seminar, summarized, "I leave with enthusiasm but with a sense of fright," a remark reflecting the final discussion on how the participants' enthusiasm could be translated back home. Another photographer added that having an editor attend with him after years of photographers' short courses on his own was "a highlight." Many made tape recordings to play for staff sessions at their own papers. Most suggested that more actual workshop exercises in cropping and sizing pictures would be helpful.

An economic sell

Sell the concept of better picture usage on the basis of simple economics back at the office, Scott urged. "I haven't seen a publisher who doesn't want to make money. Get across the idea that pictures help sell newspapers; pictures help readership of stories; and readership increases advertising revenue.

"Strong picture displays build readership—why do editors ignore these readership studies? They could learn from advertising how to use pictures for impact."

But, added Scott, the fact that editors are willing to come to such a session and sit for hours listening to "rantings and ravings" about pictures, illustrates that they are willing to recognize the importance of pictures; that papers must com-

pete with television especially among young readers who can get information easier from television; and that papers must convert dull, grey pages into interesting reading.

Both Scott, Manning, and others dwelt on reordering of priorities in utilization of time and talent and also in getting the editor/photographer team concept extended to advertising staff members, since a key to more effective news pages is controlled in part by ad layout.

"The managing editor or the editor has to go to the publisher and convince him that the way to use pictures better is to rearrange space; get some open pages," Scott commented.

How to get modular advertising layouts seemed a specific frustration. "We can't do a decent job until we get the advertising team on the same team," was one floor comment.

Community coverage

Tim Manning, seminar coordinator who is picture editor of the *Somerville Courier-News*, suggested that local area ideas for pictures could be gotten from exchange weeklies, explaining he "steals" those that come into the office and reads
(Continued on next page)



Chuck Scott, Ohio University photojournalism professor, ponders a question from the floor during the New Jersey seminar on picture editing for visual impact.



Ann Devroy, night editor of the *Somerville Courier-News*, shows fellow members of the New Jersey Press Association picture seminar how she would crop and size a picture sequence. Others from left, Richard Rawlins, chief photographer and T. P. Wright, reporter, *Hunterdon Democrat* at Flemington; Robert Brush, chief photographer and Peter Hearne, assistant managing editor, *The Record of Hackensack*. (Photos by George R. Smith, *Somerville Courier-News*)

fillers to find events happening in the area; clips from other dailies and news magazines and keeps a monthly file, advance folders and stashes away feature ideas for "dry days."

A spirited discussion of good taste on the part of editors followed a slide of a photo of a mid-west gas station tire explosion shot at the instant a horrified woman arrived to see her husband and son lying on the pavement. "Would you have used the picture in your paper?"—or similar "blood and guts" shots—was the round-robin talk long after the Saturday night session adjourned.

"We can get the color of blood on the 6 o'clock news," was one rejoinder to a statement that to-use-or-not depended on taste and knowing reader reaction. "Sometimes our reaction to a picture is not the true gage of readers' reactions," replied an editor.

Some comparison was suggested between that of editing obscenities out of story quotes and the good taste problem of whether a photographer should shoot a blood and guts picture and whether an editor should use it.

'Snapshot' pictures

Weak, "snapshot" pictures are typical of many papers in New Jersey, Scott told the seminar during a critique of participating papers. Repeatedly, slides of the pages showed pictures of people "planning" events. "Why don't you wait until it happens and photograph what happens?" Scott demanded. Of numerous shots of "keynote speakers at lecterns," Scott asked, "Why not an expressive closeup?" Innumerable instances of "shoe-horning" pictures into small space was followed by wide open pages of text with no pictures, and also scattered small images, all of which drew Scott's ire. Of a photo of a proclamation, he declared, "I've never seen one worth printing in a newspaper."

The charge of "careless and sloppy" caption information from photographers—which Manning, himself a photographer as well as picture editor, charged did great disservice to the profession—brought on extended discussion. "Photographers must be disciplined, beaten, and driven into getting this information," Manning declared.

Scott said that a practice followed when he was at the *Milwaukee Journal* of having a photographer sit on the picture desk and make telephone calls to verify names, etc., soon "gave him religion." A photographer is personally responsible for his cutline information, Scott declared.

Cutlines "lost art"

"Cutline writing is a lost art . . . and there's carelessness about how cutlines look," Scott continued. He deplored use of a single text block on picture pages as "forcing the reader to bounce his eye all over the page like a yo-yo." Cautions on risk of using old file shots and flopping negatives as damaging credibility of the newspaper—as well as using old mug shots without dating them—were heard. Keep the mug shots up to date, Scott said, commenting that politicians were offenders in wanting only youthful pictures used.

Credibility damage was illustrated in two slides of a picture showing James Meredith just after he was shot by an ambusher. The first was the original photo and the next showed how in one case the photo was split, moving assailant and Meredith closer together.

Spell it "think"

"Photojournalism is spelled THINK," Scott emphasized to the photographers, reminding them they have a responsibility to think of space problems and page dummies when shooting assignments.

"Encourage your photographers to become newsmen . . . and treat them as human beings. They are often treated as transportation and/or body guards because they have wheels," he told the editorial group. It's a simple matter of economics not to use photographers as messenger boys, according to Scott, who figured in one instance the cost of a photographer's picking up a package was \$32.50 while a routine local cab pick up would have been \$5.

Gridiron Club keeps ban on women members

By a vote of 26 to 18, the Gridiron Club, Washington's private dining group of 50 newsmen, rejected a proposal to admit women to membership. A two-thirds majority—34 members—is required to change the Club's constitution.

At its annual business meeting, Walter Ridder, of Ridder Publications, was elected president of the Club for 1974. Other officers elected are Lucien Warren, Washington Bureau chief, *Buffalo Evening News*, vicepresident; Jack Steele, Scripps-Howard Newspapers, secretary; and Richard L. Wilson, *Des Moines Register* and *Tribune*, syndicated columnist, treasurer.

Charles L. Bartlett, of the *Chicago Sun-Times*; Robert Boyd, Washington bureau chief, Knight Newspapers, and Newbold Noyes, Jr., editor of the *Washington Star-News*, were elected to the executive board.

Two photo contests announce deadlines

January and February deadlines have been announced for two major newsphoto competitions: the Pictures of the Year for the National Press Photographers Association, January 31, and the World Press Photo contest, February 10, 1974.

Over \$10,000 in cash prizes and trophies is awarded in the Pictures of the Year event sponsored by NPPA, the School of Journalism at the University of Missouri and Nikon, Inc.

This year the World Press Photo Holland Foundation is also staging a special exhibition "Artists at Work" and for this event pictures taken before or after 1973 are welcome. Information and entry forms may be obtained by addressing the Stichting World Press Photo Holland, P.O. Box 5084, Amsterdam, Holland.

Over 4,000 students turn out for Book Fair

A great deal of community involvement, a turnout of over 4,000 students, and low cost made the first *Port Huron* (Mich.) *Times Herald* Children's Book Fair a success.

The idea was borrowed from the *Detroit Free Press*. Judy Harris, the public service director of the Free Press, was helpful in setting down the master plan.

For several years Port Huron teachers have looked to the Detroit Fair, but time and transportation for the 70 mile trip were impractical.

Planning for the Book Fair started one year in advance. Aid and cooperation were solicited from throughout the entire circulation area of the newspaper.

Letters were sent to 65 children's book publishers soliciting authors to speak to the children. Response came slowly, but through some concentrated efforts the paper was able to fill 17 author sessions with the distribution of nine different authors, including two Newbery Award nominees.

The environment of the Fair centered around the theme "Friends from Books." Students from several schools made paper mache characters, posters and dioramas from stories.

Information about the Fair and procedures for making class reservations were sent to teachers soon after school resumed in September. Publicity started in the paper one month prior to the opening date of November 4th.

A local radio station and cable television station invited Jim Lardner, director of public service for the *Times Herald* and Fair chairman to co-host shows during the week of the Fair in order to have the different authors as guests.

The Fair was open to the public on Sunday, November 4th, and during the evenings of the entire week. Several hundred parents brought their children to browse through the display of over 1,500 books and meet authors during these open house events.

With over 4,000 students reporting to their parents, teacher participation, and the various groups involvement, it would be safe to say that the *Times Herald* was able to personally involve over 15,000 members of the communities it serves.

Manigault agrees to buy tv station in El Paso

The Evening Post Publishing Company, publisher of the Charleston (S.C.) daily newspapers, has reached a preliminary agreement for the purchase of television station KDBC-TV in El Paso, Tex., an affiliate of CBS, from Doubleday Broadcasting Co.

The agreement is subject to approval by the Federal Communications Commission and to the signing of a final contract between the Evening Post and Doubleday Broadcasting Company, Inc., owner of KDBC-TV. The transaction is expected to be completed about the middle of next year. Peter Manigault is publisher of the *Charleston News & Courier*, Post.

Press council wants media sales regulated

The Quebec Press Council said in its first major statement of principle that the Quebec government should regulate ownership and sale of all mass media to prevent "abuses of financial concentration."

The council's report, endorsed by 15 of the 19 members, called on the government to "create without delay a body to supervise the transfer of title-deeds of news media defined as 'mass media' or entrust this duty to an existing body, while clearly stipulating that . . . it would have no control over news content."

Council members include six representatives of the public, six of media owners, six working journalists and an independent chairman. The council began operation June 28.

Two management representatives abstained and two others issued a minority report opposing any government regulation of print media and calling for further study of the issue of monopoly ownership.

The council's report followed a study of concentration of daily newspaper ownership in Quebec.

The report mentions a proposed sale of *Le Soleil* to a group headed by Paul Desmarais, who owns *Montreal La Presse* and controls several other French-language dailies in Quebec.

The proposed sale, currently under a provincial government-imposed suspension, would give Desmarais interests control of 70 per cent of the province's French-language daily newspapers.

May be conflict

The proposed sale of *Le Soleil*, the council report said, poses "both a conflict of interest and a threat to the balance of power necessary to the existence and normal functioning of a democratic society."

The report said that if the sale is concluded, Desmarais should be required to combine all his Quebec press holdings in a new and separate company.

Duties of the proposed regulatory body would be to:

- Establish rules aimed at preventing the abuses of financial concentration in the news field;

- Prevent the news media in any region constituting a single market from being held by a single owner;

- Require media owners to supply information on ownership, management, structure, finances and development plans;

- Report annually to the Quebec legislature on all changes of ownership or management control involving the news media.

The minority report was submitted by Charles d'Amours, president of the French-language Trois-Rivieres daily *Le Nouvelliste*, and France Fortin, executive vice-president of Tele-Capitale Ltd., which owns and operates French-language CF CM-tv and English-language CKMI-tv in Quebec City.

It says the council is ignoring the im-

portance of alternate sources of information, including television, radio, cable transmission and other publications.

Premier Robert Bourassa said that Quebec City business groups have agreed in principle to buy the daily newspaper *Le Soleil* whose future ownership has been the subject of public discussion for several months.

Bourassa said no official announcement will be made until all parties involved in the proposed transaction have given their final approval.

The premier made the comment after another newspaper, *Le Journal de Quebec*, appeared with a report that Bourassa had helped bring together five business groups willing to buy *Le Soleil* at a price of \$8 million.

Le Journal de Quebec reported that under the proposed arrangement, Guy Gilbert, president of *Le Soleil*, and his brother, Gabriel, who is chairman of the board, will each keep 20 per cent of the shares in the newspaper which is the largest in the Quebec City area.

Le Journal de Quebec said that Quebec Deposit and Investment Funda, along with a group of businessmen together with insurance companies and Quebec area credit unions will each acquire 20 per cent of the shares.

Declines comment

Questioned about the reported plan for the newspaper's sale, Guy Gilbert would not comment.

Debate about the future of *Le Soleil* occurred when it was disclosed last summer that Paul Desmarais, a Montreal businessman who controls *Montreal La Presse*, *Montreal-Matin* and three other daily newspapers in Quebec, had made an offer to purchase.

It was also disclosed that Pierre Peladeau, head of Quebecor, which published dailies at Montreal and Quebec City as well as a number of weekly publications, also had made a bid for the Quebec City daily whose circulation is about 135,000.

At the same time, *Le Soleil* journalists, protesting a concentration of newspaper ownership, formed a cooperative hoping to be able to raise funds to buy the newspaper.

Jean-Claude Picard, president of the cooperative group, said today he had heard rumors of the latest purchase plan and that he would not be surprised if it came about.

UCLA to administer Gerald Loeb Awards

The Gerald Loeb Awards for distinguished business and financial journalism will be administered by UCLA's graduate school of management, beginning with the selection next spring of winners for 1973.

The awards were first given in 1957 and have been administered since then by the University of Connecticut.

They are financed by a foundation established by Gerald M. Loeb, author and stock market authority, and his wife, Rose.

Discrimination charge lodged against AP

The Associated Press discriminates against minorities and women in employment practices, the Wire Service Guild charged in a complaint filed with the Equal Employment Opportunities Commission (EEOC).

The nine-page complaint was filed by the Wire Service Guild, Local 222 of The Newspaper Guild on behalf of the Local, specific individuals, job applicants and approximately 1,300 AP employees the Guild represents in the 50 states.

The complaint charges discrimination in hiring, recruitment, training, promotion and transfer opportunities. Eight persons from six states and the District of Columbia are cited in the complaint to illustrate what the Guild claims is AP's "pattern of failure" to effectively recruit and hire females and those of minority, racial or national origin. Complaints are being filed with the appropriate state and local agencies in New York, Michigan, Oregon, California, Missouri and the District of Columbia.

Guild statistics show that approximately 20 black persons fill news posts throughout the country and only 10 additional blacks fill positions as "temporary newperson trainees." The so-called "special training program" offered by the AP was established without consultation or negotiation with the Guild, thereby violating the rights of employees to have their wages, hours and employment conditions negotiated through collective bargaining, the complaint asserts.

According to the complaint, "the training program" has produced few minority employees who have joined the regular staff. Efforts by the Guild to negotiate a training program have been rejected by AP.

The complaint charges AP with failure to effectively hire, promote and transfer women. Guild figures show there are about 170 women in the AP and 120 of them are in news classifications. No women serve as general executives, bureau chiefs, or foreign correspondents. Out of 75 domestic correspondents, only two are women.

There are less than 20 Spanish sur-named persons in news categories at the AP and many of them work in the New York foreign news department handling the Latin America report. In non-news categories there are about 10 Spanish sur-named persons.

The Guild asks the EEOC to promptly investigate the complaint against the AP and attempt to conciliate by establishing effective recruiting and hiring programs for females and minorities, meaningful training programs and fair transfer and promotional programs in negotiation with the Guild. Back pay and specific relief shall be provided to persons named in the complaint and others that the investigation finds qualified.

Failing conciliation, the EEOC was requested to bring suit in Federal Court and/or authorize the complainant to institute suit in Federal Court.

Journalism awards

The *Washington Monthly* magazine has received the Don Hollenbeck Award from the New York University department of journalism and mass communications. The \$500 award is given annually for the best newspaper or magazine article, television or radio script or book evaluating the mass media, or any particular publication or news organization.

Two articles cited by the award committee were "Why the White House Press Didn't Get the Watergate Story," by Charles Peters, editor-in-chief of the *Monthly*; and "We knew What We Were Doing When We Went into Vietnam," by Henry Fairlie, a British journalist based in Washington, D.C.

* * *

George Ene, federal government reporter for the *Nashville* (Tenn.) *Banner* has been cited by the Internal Revenue Service for providing a valuable service to the taxpaying Nashville community through articles on new federal income tax laws, intelligence investigations by IRS, new taxpayer services, and developments in the Economic Stabilization Program.

* * *

Rosie O'Meara associate editor of the *Bridgewater* (N.J.) *Courier-News* magazine *Emphasis*, has received a cash award from the American Land Title Association for the nation's best consumer information article in the field of real estate. The article was a two-part series on unscrupulous land developers in the Poconos (Pa.) mountains.

* * *

Stanley Kauffmann, film and theater critic for the *New Republic*, has been named winner of the 1972-73 George Jean Nathan Award for Dramatic Criticism. The prize, richest in the American theater, amounts to \$5,000.

The announcement was made by Virgil N. Woolfolk, vicepresident, Manufacturers Hanover Trust Company, administrator of the trust which set up the award in 1958 under the terms of the late Nathan's will.

Professor A. Dwight Culler, English department chairman at Yale University and chairman of the selection committee, said the award was voted to Mr. Kauffmann for dramatic criticism that is in keeping with the purpose of the George Jean Nathan Award: "to stimulate intelligent theater-going."

* * *

Charles C. Lambeth of the *Atlanta* (Ga.) *Journal Constitution* has won first prize in the Chandler Awards competition for excellence in housing and real estate journalism sponsored by the National Association of Home Builders. The award is named after the late Jim Chandler, real estate editor of the *Cleveland Press*.

Second place went to Glehn A. Hoffer of the *Fort Lauderdale* (Fla.) *News* and third place to Robert B. Ficks, of the *Hartford* (Conn.) *Courant*.

Sandy Grady, columnist for the *Philadelphia Bulletin*, has received the Philadelphia Press Association 1973 award for best writing. Other awards made by the association included: the *Camden Courier-Post* for best reporting; Joseph R. Daughen, *Bulletin*, for best story on community service; Ron Javers, *Philadelphia Daily News* for best editorial; Nancy Greenberg, *Bulletin*, for best human interest story; Joseph P. Barrett and William J. Storm, *Bulletin*, for best police story; the *Doylestown* (Pa.) *Daily Intelligencer* reporting team, led by editor James P. McFadden, for best fire story; Ray McBride, *Daily News*, for best headline; and Lee Linder, AP, best wire service story.

* * *

The Wells Key, Sigma Delta Chi's highest honor, was awarded posthumously to James S. Copley, head of Copley Newspapers, who died Oct. 6. The annual award is given for outstanding service to the Society. Copley had been selected for the award before his death.

Each year SDX elects three distinguished journalists as Fellows of Sigma Delta Chi. Selected this year were: Ben Bradlee, executive editor, the *Washington Post*; Harry Reasoner, ABC Evening News; and John Chancellor, NBC Nightly News.

* * *

Rob Elder, *Miami* (Fla.) *Herald* staff writer, was named winner of the Florida Society of Newspapers Editors Distinguished Achievement Award for 1973. Elder was cited for a series of stories resulting in a new trial for George Curtis, found guilty of aggravated assault in a sniping incident during a 1968 riot in Miami.

* * *

V. Leonard Hanna, vicepresident, finance and control for the *Detroit News*, has been awarded a certificate of merit from the Institute of Newspaper Controllers and Finance Officers (INCFO) for an article published in the INCFO magazine. Hanna's article was entitled "A New Approach to Cost Allocation for Newspapers."

Al Lowman, aviation writer for the *News*, was cited for contributions to aviation by the Department of Transportation, Federal Aviation Administration. Lowman, a licensed pilot, writes a weekly column, "Flight Lines."

* * *

Neil Driscoll, Walter Coleman and Robert Williams of the *Staten Island* (N.Y.) *Advance*, received the first place award for spot news reporting from the New York State Associated Press Association. The three reporters covered the collision of a tanker and another ship in New York waters.

* * *

Colleen Dishon, editor and president of the Chicago-based Features and News news service (FAN), received the National Headliner Award for 1973 from Women in Communications, Inc., the national women's journalism group.



THEY'RE ALL HEART—Winners of the America Heart Association's 1973 Howard W. Blakeslee Award for outstanding reporting on diseases of the heart and blood vessels meet with Dr. Paul N. Yu (center) of Rochester, N. Y., AHA's immediate past president. The awards were presented during AHA's Annual Meeting in Atlantic City (November 11) to Barbara Chapman (seated), *Sunday Register-Star* and *Register Republic* in Rockford, Ill.; and to (back row, from left) Peter Mooney, representing Audio Productions of New York City; Jonathan Spivak, *Wall Street Journal's* Washington Bureau; Edward Edelson, science editor of the *New York Daily News*, who won his award for a free-lance article in *Family Health*; David Hendin, editor of *Enterprise Science News*, a division of *Newspaper Enterprise Association*; and Dewey Gram of *Newsweek*, who accepted the award for Matt Clark, medicine editor. The award honors Howard W. Blakeslee, AP Science Editor who died of heart disease in 1952.



THE CHICAGO TRIBUNE was honored recently for its editorial coverage and support of fair housing practices in Chicago by the Home Investment Fund, a not-for-profit organization promoting fair housing. Pictured before the ceremony viewing a blowup of a block statement run by the Tribune in its real estate section are, left to right, James O. Webb, chairman of the board of Home Investment Fund, H. Jackson Pontius, executive vicepresident of the National Association of Realtors and Jack Sacks, manager, real estate division, Tribune Classified Advertising. The Tribune was cited for being the first newspaper in the country to run a statement in its real estate section promoting equal opportunity housing. Since December 1971 over 100 newspapers have followed with similar programs.

The Newswomen's Club of New York has announced nine 1973 Front Page awards for "outstanding journalism achievement."

Winners were Lynn Rosellini of *Newsday*; Virginia Payette of United Features Syndicate; Roberta Brandes Gratz of the *New York Post*; Jurate Kazickas of the Associated Press; Gail Otfinoski of the *Mount Vernon Daily Argus*; Gail Sheehy of *New York* magazine; Shana Alexander of *Newsweek*; Bonnie Bellow of WBAI radio; and Norma Quarles of NBC-tv.

Recordings are made of close-out times

In an effort to consistently meet deadlines, the *St. Paul* (Minn.) *Dispatch* and *Pioneer Press* have devised an "On-Time Program" built around a telephone recording device, a "Code-A-Phone, installed by the local telephone company. Editorial and production supervisors dial the Code-A-Phone number and report close-out times and, if late, explain reasons for delay.

The information accumulates in the recorder until early each weekday morning when a secretary transcribes it onto two single page reports, each covering the morning or afternoon edition. Copies are on the desks of key people by 8:30 a.m.

Tom Carlin, publisher, points out several advantages of the system:

"First," he says, "we cut out a lot of written reports. Editors and foremen are busy people and simply phoning in reports saves time-consuming written explanations. Also, the recording device has added an immediacy and importance to the program we didn't have with written reports. We can track down problems while they're still fresh in people's minds."



FIRST TIME— Mark Sennet became the first American press photographer in 25 years to win an award in the British Press Photographer of the Year competition in London last week. Sennet, who has worked exclusively for the N.Y. bureau of the *London Daily Express* for two years won second prize in the Glamour section with a shot of Racquel Welch arriving at the Motion Picture Academy awards ceremonies this year, at which the Oscars were presented.

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Ad ban not included in House energy bill

House Commerce Committee Dec. 10 completed action on and reported out its version of the National Energy Emergency Act (H.R. 11450) without the provision banning advertising which encourages increased energy consumption which the Senate included in its version of the bill (S. 2589) passed November.

If the advertising ban is not added to H.R. 11450 as a floor amendment when the bill comes before the full House very shortly, then the issue will have to be decided in a House-Senate conference on the legislation.

ANPA, in a November 23 letter to Rep. Staggers (W. Va.), chairman of the House Commerce Committee, took vigorous exception to the advertising ban in S. 2589 and urged the Committee not to adopt a similar provision. The ANPA letter was made a part of the Committee's record of hearings on the bill.

Newsman's survivors awarded \$530,000

The family of Philadelphia WCAU-tv's reporter Sidney J. Brenner has been awarded a \$530,000 settlement as a result of Brenner's death in a helicopter crash on June 26, 1972.

The family will receive \$346,539 with remainder going to the attorneys.

The settlement, approved by U.S. District Court Judge Charles R. Weiner, was with Textron Inc., parent firm of Bell Helicopter Co. and Bell Aerospace, who were defendants named in the \$7.5 million damage suit.

The National Transportation Safety Board told the Federal Aviation Administration the crash near Harrisburg, Pa. resulted from a failure of a "retention strap failure" that secures the main rotor.

Killed in the crash with Brenner were Lew Clark, WCAU-tv cameraman, Sam Sedia, the pilot, and CBS radio newsman Del Vaughn. The newsmen were covering the ravages of Tropical Storm Agnes.



DR. SMOCK

MISS CREECH

MISS FELDMAN

DR. LURCH

Comic strip pokes fun at medical profession

Forget Marcus Welby . . . Dr. Kildare . . . Ben Casey.

These doctors and nurses don't make house calls, and the only way they will ever cure anybody is by pure dumb luck.

They are the staff of "Lotta Heart Memorial Hospital" and the characters of George Lemont's new comic strip, "Dr. Smock," distributed by United Feature Syndicate.

Presiding over the menagerie is Dr. Smock himself, described as a sort of Groucho Marxish type, who makes no bones about his being in the medical business just for the money.

Then there is Dr. Lurch, big, likeable, but not too bright, having gone through medical school on a football scholarship; Dr. Downer, head surgeon who is usually wishing he was in another line of work; Harris, the pharmaceutical salesman who is always trying, and often succeeds, in unloading preposterous and totally useless drug supplies on the doctors; and Miss Aiken, the hypochondriac who constantly visits Dr. Smock in hope he will find something wrong. He never does.

These and a host of other similarly loony characters will be available daily on January 7, 1974, and Sundays, beginning January 6. The daily strip is available in four-column size, and the Sunday page comes in one-half, third, or quarter standard, full or half-tabloid sizes—four color mats or progressive proofs.

Lemont, a native San Franciscan, has

N.Y. governor pledges open accessible reign

Newly-installed Governor Malcolm Wilson, New York State's 50th governor, pledged an "open administration" at this swearing-in ceremonies in Albany December 18.

He said "I believe that . . . the government belongs to the people, and that the people have an inalienable right to know what goes on in their government. This will be an accessible and open administration."

The New York State Society of Newspaper Editors honored the former lieutenant governor in 1957 with presentation of the John Peter Zenger Award "in recognition of his service to the cause of freedom of the press and the people's right to know."

been a professional comedy writer for 20 years. He has also been a night-club comic, a tv personality ("Fireman Frank" on KRON-tv, S.F.), and a columnist for the *San Francisco Chronicle*, *Examiner*, and now writes regularly for the *San Francisco Progress*.

His daily tv panel, "Station Break" was syndicated by Newspaper Enterprise Association from 1961 until early this year.

"Dr. Smock" has already been tested on doctors, who reportedly reacted favorably to it. If so, perhaps there is some hope for the profession yet.

According to John Carroll, sales manager, United Features, the advance sale of the strip has been very strong. He said to date about 75 papers have contracted for the strip, making it the most popular news strip United Features has launched since "Mixed Single."

Strike is settled; copy editor charged

An *Oakland Press* (Pontiac, Mich.) copy editor, arrested for the theft of newspaper bundles during a recent strike, is scheduled for a hearing in District Court January 11.

Henry Teutsch, one of the members of the Detroit Newspaper Guild that struck the 79,000 circulation daily from November 8 to November 14, was charged with larceny.

The *Press* continued publication throughout the strike despite the temporary loss of most employees (E&P November 17).

Publisher Phillip Meek said circulation was cut to about 61,000 the first day, but recovered almost entirely by the strike's end.

Meek said the settlement was on the same terms as contained in the company's final offer to the guild prior to the walk-out.

The new three-year pact provides for top minimum scale increases of \$16-14-14 in the three years and a provision for cost-of-living increases.

The settlement will bring the top reporter scale from \$256 weekly, to \$300 in the third year.

Other issues in the strike were sick leave and the handling of merit pay and other overscale pay. The company obtained language permitting a longer sick leave accrual for future employees and the right to absorb future overscale pay into later wage increases.

12/73

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PATERNITY AND THE PUBLISHER

Four years ago, Gary Ackerman was teaching social studies at Junior High School 142 in Jamaica, New York (borough of Queens). Today he is full-time owner-publisher of a 130,000 circulation weekly called the *Queens Tribune*. And all because of a beautiful 7-month old baby named Lauren Meredith Ackerman.

Let's start from the beginning.

Following his summer vacation from school in 1970, and discovering how much fun it was to stay home and help raise his daughter, he applied to the City Board of Education for one year's unpaid paternity leave.

He and two teacher colleagues had started a small monthly paper in the last year, and he figured with the income from that, plus a couple of days a week teaching on a per-diem basis, he could manage to survive the year financially.

Denied leave

His application for child-care leave was denied by the board on ground that only mothers were entitled to maternity-child care leaves under its bylaws.

"I knew the board would give me a hard time and try to trip me up on some technicality," said Ackerman, trying his best to answer the reporter's questions and run a newspaper at the same time. "So I went to my wife's gynecologist and had him fill out the medical form substituting the 'she' for 'he.' Under 'illness' the doctor wrote 'fatherhood'."

It wasn't enough. So Ackerman quit and filed suit in U.S. Federal District Court, charging that the bylaws violated the Civil Rights Act in that they discriminated against him because of his sex.

The American Civil Liberties Union defended him in the class-action suit, and his wife, Rita, joined the suit, claiming that requiring husbands to stay on their jobs forced wives into the role of housekeeper and child-rearer.

Devoted to paper

Upon leaving the relative calm of the classroom, Ackerman began devoting all his energies to the paper.

From a tiny, 4-page monthly handout put out from a rented desk in a real estate office, today he has a 24-28 page weekly, published in four regional editions throughout Northern Queens, a staff of over 40 (about 8 editorial), a slew of volunteer stringers, and more outside printing jobs than he can handle.

"Our number one problem," he laments, smiling, "is we're growing too fast." From the backroom of a real estate office and a post office box for mail, the paper now occupies what used to be a Chinese laundry and a drug store next door, and has three Compugraphic typesetters, editorial, advertising, and business offices, and make-up rooms.

The other major problem, he says, is hiring ad salesman. "We've got plenty of editors and reporters right out of the

colleges, but nobody wants to hustle ads."

Four years ago, when Ackerman and his partners decided Queens needed more community coverage, they walked into local stores and told merchants about their plan. "We knew nothing about starting a newspaper . . . none of us had even been in business before, but we sure learned fast." The three put a lot of their own money into it, and got a good-sized loan from a local bank.

"It took us a couple of years," he says, "but we're starting to make some money now."

Editorially, the paper concentrates solely on local stories. With Ackerman, it is an absolute principle. The story about his own lawsuit (front page in the *London Times* and nationwide) got no coverage in his paper. "Unless it directly affects Queens residents, we don't use it. But, sometimes I think of that exclusive I could have had."

Investigative reporting

He says the paper tries to do as much investigative-type reporting as possible, but has not had any lawsuits. "I've had more than enough of lawsuits for awhile," he says.

As for the lawsuit, the Board of Education, in a drastic reversal of policy, recently amended its bylaws, ruling that male school members were entitled to the same leave of absence as females.

The new ruling comes on an order from the Equal Employment Opportunity Commission to the board to work out a suitable arrangement with Ackerman. The board has not yet met with Ackerman and the lawsuit is still pending in court, but the issue is moot.

"I have no plans to return to teaching for quite a while," he says. "Anyway, during this whole thing, I let my teaching license expire."

Might sell striking Wilkes-Barre weekly

Tom Heffernan, publisher of the *Wilkes-Barre* (Pa.) *Sunday Independent*, shut down by striking guild members since November 12, has said there is a strong possibility the paper will be sold if the strike continues.

Joe Ressa, general manager, said the possible sale has not been resolved, but "there are potential buyers standing in line."

Ressa said one party, who already owns "a gigantic" printing plant, is the key bidder. "He has the facilities to publish the paper without any unions . . . not that such a move would be vindictive . . . it's just business."

"We held two meetings last week with a federal mediator that amounted to exactly zero. We have no further meetings planned."

Housewives provide low cost research

Market research for relatively small suburban newspapers is a seldom used tool because of the time trouble and cost involved in finding meaningful and up to date information for advertisers.

The Free Press Newspaper Group based in Carpentersville, Illinois with ten weekly and bi-weekly publications and a combined circulation of 80,000 has developed a program which is providing "champagne" results on a "beer" budget.

According to Free Press president, John Horn, "We have been faced with a greatly increasing need for factual information about the shopping and reading habits of the people in our market area. Our newspapers range from thirty to sixty miles from the heart of Chicago to the edge of the northwest suburban area of the city. The rural nature of our market is rapidly becoming urban. Major retailers are opening in our market and we need a far more sophisticated marketing approach than in the old days. The information is also useful to us in evaluating our competition."

Scientific methods used

Jim Reid, the organization's sales promotion manager organized the formation of a separate division called North Suburban Market Research. The division which is directed by Reid consists of a corps of survey people who live in the various communities within the market area covered by the Free Press publications. They are all housewives some of whom have research experience. The people are paid on a piecemeal basis according to the number of people interviewed and the number of questions asked.

According to Reid, "I periodically meet with our survey people in informal training sessions in which we stress the importance of using scientific and professional research methods. They work essentially out of their own homes. None are full time employees."

"When market facts are needed, these people are called and told what questions to ask and how many interviews to conduct. Although the program is quite young, we have now reached a point of efficiency whereby a five question phone survey of 150 households can be designed, carried out, computed and readied for presentation within twenty-four hours—and for a cost of less than fifty dollars."

The speed of the operation has made the Free Press more effective in providing precise needed information for advertisers while decisions are being made rather than a week or month after the advertisers' plans have been formulated.

The basic simplicity of the operation has kept the costs to a minimum while providing information which can be more complete than that made available by the large research departments of the metropolitan Chicago dailies who are attempting to establish themselves in this exurban market.

Editor gives bride away for 'exclusive' story

By Jeff Mill

Exclusive coverage of actress Sue Lyon's November 4 marriage to Colorado convict Gary Adamson is part of a major effort by the weekly *National Enquirer* to develop a new identity.

At the same time, Lyon is using the publicity generated by her marriage to put the issues of penal reform and conjugal visits before the public.

The *Enquirer* came into possession of exclusive rights largely through Lyon's friendship with *Enquirer* associate editor Alan Markfield. It was Markfield who gave the bride away in the prison ceremony at the Colorado State Penitentiary at Canon City.

Markfield, a one-time stringer with the *Covington (Ky.) Post & Times Star*, had met Lyon when he was working for CBS News. Their friendship had continued after he moved to the *Enquirer* four years ago.

Earlier this year, in an *Enquirer* interview, Lyon revealed her plans to marry a Vietnam veteran. But she had been doing social work in a Los Angeles jail, and had already met Adamson.

Adamson was subsequently transferred to the Colorado penitentiary to serve a 20-40 year sentence for armed robbery and second-degree murder. He wrote to Lyon from Canon City.

"It was a letter that challenged me to help him and I went to see him right away," Lyon said. After meeting with the convict, she notified Markfield of her intention to marry Adamson.

"I realized," Markfield explained, "how deeply she felt about Adamson and it was obvious that it would make quite a story. Right there on the phone we came to an agreement that she would let the *Enquirer* handle the story exclusively."

Markfield then dispatched photographer Jeff Joffe and reporter Nick Longhurst to join Lyon in Colorado. With the aid of Warden Gordon Heggie, the two-man *Enquirer* team was able to spend several hours alone with Adamson and Lyon.

Markfield's actions quickly proved their worth, as Lyon was besieged by reporters from home and abroad with requests for interviews. Following the meeting with Adamson, the *Enquirer* team escorted Lyon to Florida, where she could prepare for the wedding, and be away from anxious reporters.

Markfield met with Lyon in Florida—the *Enquirer* is located near Palm Beach, in Lantana. Together, they reviewed details of the marriage. Increasingly, Lyon came to rely on Markfield, as her family shunned her.

The *Enquirer* reporter and photographer joined Lyon for another cross-country trip in October to finalize plans, and then returned with her to Florida. During this time, Markfield was able to conduct several interviews with Lyon, and to also continue to prepare her for the wedding.

When the party of four—Lyon, Markfield, Parkhurst and Joffe, returned to Canon City for the wedding itself, they found "a waiting horde of reporters and photographers," all bent on getting some statement and pictures.

In the midst of the hubbub, a newsman demanded to know from Lyon why coverage of the wedding had been kept exclusive. She replied, "Because it is a wedding and not a circus. And these *Enquirer* people are my friends who happen also to be newspapermen."

The wedding itself was to take place in a prison conference room. Before Markfield and Lyon could enter the room, both had to be searched by prison security.

Because of a ruling by the warden, no photographs of the ceremony itself were permitted. Markfield led Lyon to the make-shift altar, and in less than seven minutes, the couple was married by Rev. Paul Leaming, a Methodist minister.

There was an impromptu reception in the same room as the marriage. Shortly before 10 PM, the groom was led away, back to his cell. Lyon joined Markfield, and they left the prison together.

"But we still weren't out of the woods," explained Markfield. "We're a weekly and it was still possible for us to be clobbered by some enterprising daily." Additionally, the *Enquirer* has a three-week lead time before the paper closed and then reached the stands.

"So, right after the wedding, we flew Sue back to Florida to ensure that we really had the story locked up," Markfield explained. He added, "Don't misunderstand—we didn't doubt Sue's sincerity in keeping the story for us. It's just that you never know when a rival reporter with the touch of derring-do might get to her and get the story."

We actually didn't relax," Markfield said, "until that edition (December 9) went on sale."

The story appeared with a full-page cover picture of Lyon and Adamson embracing awkwardly through prison bars. Inside, the story ran doubletrunk, with five more pictures. In addition to a story by Markfield describing the marriage, there were also by-line stories by both Lyon and "Cotton" Adamson.

In addition to his robbery/murder sentence, Adamson is also serving a concurrent Federal sentence for robbery, and an additional six-year sentence for using narcotics in prison. As Adamson says, "Sue thinks I'll be out in 4 years. The prison seems to think it'll be 12—we'll just have to wait and find out."

In the meantime, Lyon is speaking out on the question of penal reform. She has taken her message to television talk shows, shows which also provide a measure of publicity for the *Enquirer*.

In reviewing how he got the Lyon-Adamson story, Markfield says, "It took a lot of work—a lot of work and a great



Alan Markfield and Sue Lyon

deal of time as well as a great deal of money, but we think it's worth it."

He adds, "I'd do it again anytime. There's a great deal of satisfaction in working this type of story. It's the one time when the word exclusive really means just that—exclusive."

Markfield said success with this type story "means only one thing to the *Enquirer*—that is, to continue seeking means and ways to improve its content."

In addition, Markfield explained the story required "good, hard, aggressive reporting, plus a great deal of patience, imagination and always keeping the door open to contacts and friends."

Over the past five years, the *Enquirer* has attempted to change its image from a paper featuring a clamorous diet of sensational stories. The latest effort is being supported with a \$1 million ad campaign in the *New York Times* and trade magazines. Additional print ads, as well as radio and television ads, are expected beginning the week of January 14.

At the same time, the *Enquirer* is moving to a full-time staff and away from reliance on stringers and free-lancers.

Twenty-seven reporters are presently on staff, and the paper hopes to have 48 full-time reporters soon. Salary for a reporter is \$20,000, according to promotion director William Dick.

About 80% of sales for the 47-year old former Hearst Sunday afternoon paper occur at point-of-sale in 100,000 drug and supermarket and convenience store outlets used by the paper. The paper is projecting a circulation of 4 million by March, 1974.

Suburban D.C. weeklies to build new plant

Journal Newspapers Inc. plans to build a multi-million dollar plant to produce its chain of suburban Washington, D.C. weeklies. The firm publishes the *Fairfax Journal*, *Alexandria Journal*, *Arlington Journal*, and *Montgomery Journal*.

The 50,000 square foot plant, to be located on 4.2 acres of land in the Shirley Industrial Park in Fairfax County, is scheduled to begin operations by early 1975. Construction will begin in early 1974.

The plant will house about 120 people, including the Virginia editorial staff and others engaged in printing and typesetting processes. The Montgomery County, Md. staff will remain in Bethesda.

A five-unit Goss Metro press will print more than 60,000 newspapers per hour. Reporters' copy will be run through optical scanning devices transmitting signals through a computer to a typesetting machine.

J-school plan

(Continued from page 15)

normal duties to work on some special project.

In addition to this normal coverage, the student becomes a team member under the direction of a regular reporter to work on special projects during the quarter.

Topics selected

After a couple of weeks when there is a reading on the capabilities of the specific students assigned, the editor or city editor select a topic or topics that best fit the paper's needs and the student's talents. The student has the same responsibilities as regular staffers to get facts straight and write clearly.

There are no wages and hours law problems so long as the educational nature of the program is kept clear. The students are not paid, the program being a part of their undergraduate work.

There is something tentatively in the works at Medill to provide some type of honorarium for on-the-job students.

Evaluations of student performance and progress are relayed to Dean Cole and other Medill professors.

These include the work done by students "sitting in" at the copy desk and handling copy and layout under supervision for special pages and some special sections.

Story ideas urged

Each student assigned at Carbondale is asked to generate at least two story ideas with suggested illustrations—each day. These may be based on stories they have come across on assignments, enroute to work, from reading the paper or from other sources.

Each copyreads and edits the stories produced each day by a fellow practicum student. The results are forwarded to Gardner.

Also, students spend consecutive Saturdays for five weeks working on the desk on writing headlines, laying out various pages and handling other desk responsibilities connected with the Sunday Southern Illinoisan.

Other editors at the Northwestern session explained how they structured their on-the-job courses and told of discussions with the students on newspaper's problems on any given day and why what editors did was done. Some felt the city editor is the key to the program since the students actually are working directly for him.

'Underground' collection

A major collection of "underground newspapers" has been given to the University of Missouri-Columbia by Robert J. Glessing, author of "The Underground Press in America." The collection, totaling 1,500 newspapers, was the research base for Glessing's book, and contains every edition published of some of the papers.

Iowa publishers go to the bank for newsprint

Through establishment by the Iowa Press Association of an emergency newsprint bank an estimated 40 newspapers have been supplied with enough paper to see them through the fall shortage.

By the end of November, according to Don Reid, IPA managing director, 60 tons of newsprint had been dispensed and there are still about eight tons on hand.

Reid explained that plans for the emergency bank were formulated at a meeting called for that purpose in Des Moines, headquarters of IPA.

At this session teams of publishers were organized to call immediately on the major suppliers of newsprint to Iowa.

These trips resulted in the obtaining of two truckloads (about 40 tons) from Great Lakes Newsprint Company and a truckload from Abitibi Paper Sales, Ltd. To date about 12 tons have also been obtained by the *Des Moines Register and Tribune*.

Reid prepared a list of member newspapers who would make "deposits" in the bank, retaining the print on their own premises until needed by some neighboring publisher. To encourage such loaning these publishers were promised the first priority on any print in the bank if they themselves ran short.

To finance the purchases short term loans were made at a commercial bank and the print was sold at sufficient markup to cover costs of procurement.

Thus far eight central print plants have been furnished. Each of these is the printer for five or six neighboring weeklies. One plant prints two dailies.

In almost every case the newsprint procured by IPA was the only supply available. Print was also furnished to one weekly in Nebraska. Also located were bundles of flat sheets in the hands of newspapers which had switched to web offset presses. Five weeklies have obtained newsprint through this service.

All manufacturers showed interest in the Emergency Bank and felt it would be an excellent way to make sure that distress cases were taken care of. International Paper Co. has promised two truckloads in 1974 if it is needed.

In addition to the actual help given in specific instances, it was felt that the very existence of the bank kept publishers from becoming panicky. It made them more willing to loan to neighbors.

One publisher wrote that he was "sleeping better at nights, knowing that Iowa Press Association was performing this service." He has not had occasion to get newsprint via this supply.

Another publisher with a new central plant was caught without a supplier and kept going by the bank. Other publishers appeared before the Cost of Living Council at Washington to urge that newsprint manufacturers be allowed to make better profits. This was felt to be essential, Reid said.

Feeling there will be mutual benefit from better understanding, such things as freight rates, standardization of sizes, etc. have been discussed with manufacturers.

As of now, the demands on the Iowa Print Bank appear to have eased somewhat, but it is the intention to maintain the bank until it is certain there is no further use for it. Several state press organizations have written IPA for information about the project.

Reid is confident the bank was quite successful. Without it some papers would have missed publishing one or more issues or at best published only token issues.

"We are especially pleased that no one tried to take advantage of us despite the fact that during the time of the Canadian strikes everyone was running scared," Reid said.

He noted that the banked newsprint was stored for IPA at three different locations throughout Iowa, by publisher members, at no cost to IPA. All requests were cleared through Reid's office. Each publisher getting print paid cash at the time he loaded up so loans could be paid off quickly.

Twenty-four publishers listed their names with IPA as willing to "deposit" in the bank, keeping the print on their own premises until needed.

Rocky quits: 2 former newsmen get new jobs

Two former newsmen active in New York State government received pay raises and new jobs in wake of Governor Nelson Rockefeller's decision to resign.

Harry J. O'Donnell, 59, a former political writer and Capitol bureau chief for the Associated Press in Albany, has been appointed press secretary by newly-designated Governor Malcolm Wilson.

Ronald Maiorana, 42, a former newspaperman who spent 17 years with the *New York Times* and who has been press secretary to Governor Rockefeller since 1969, has been appointed commissioner of Offtrack Betting and Lottery, a \$44,375-a-year post. Maiorana has been earning \$40,000 a year. O'Donnell, who served as press secretary to the late Governor Thomas E. Dewey and to New York City Mayor John V. Lindsay, has been earning \$41,003 as first deputy commissioner of the New York State Department of Commerce.

Governor Rockefeller resigned December 18 and turned over the reins of state government to Lieutenant Governor Wilson to devote full time to his newly-organized National Commission on Critical Choices for Americans. Rockefeller's critics see the move and the commission as serious vehicles for his bid for the presidency in 1976.

In India: 'rent-a-paper'

The price of newspapers has gone up in India and the idea of "rent a paper" is spreading.

Enterprising news vendors in some towns are renting papers to customers at half hour rates. When the end of the day comes the vendor sells his newspapers for scrap paper, reports *Variety* magazine.

Past Week's Range of Stock Prices

NEWSPAPERS

Affiliated Publications (AMEX)	12/11	12/18
American Financial Corp. (OTC)	8 1/4	7 3/4
Booth Newspapers (OTC)	13 3/4	13 3/4
Capital Cities Bdsctg. (NYSE)	32 7/8	31 1/2
Com. Corp. (OTC)	3 3/4	3 1/2
Cowles Comm. (NYSE)	5 1/4	5 1/4
Dow Jones (OTC)	20 1/4	19 1/2
Downe Comm. (OTC)	1	1
Gannett (NYSE)	35 1/2	33
Gray Comm. (OTC)	9 1/2	7 1/2
Hite Hanks (NYSE)	7 1/4	7
Jefferson-Pilot (NYSE)	35 1/4	35 3/4
Knight (NYSE)	26 1/4	25 1/4
Lee Enterprise (AMEX)	10 3/4	10 1/4
Media General (AMEX)	21 1/2	21 1/2
Multimedia (OTC)	12 3/4	11 3/4
New York Times (AMEX)	107 1/4	107 1/2
Nor. (OTC)	2 1/4	2 1/2
Panax Corp. (WISC.) (OTC)	9 1/2	9 1/2
Quebecor (AMEX)	12	11 3/4
Ridder Publications (NYSE)	12 1/2	10 3/4
Southam Press (CE)	28 1/2	26
Speidel (OTC)	10	9 1/4
Thomson Newspapers (CE)	12 1/2	12
Time Inc. (NYSE)	27	28 1/4
Times Mirror (NYSE)	17 3/4	16 3/4

Toronto Star (CE) 19 1/2
Washington Post (AMEX) 16 3/4

SUPPLIERS

Abitibi (CE)	11 1/4	11 1/4
Addressograph Multi. (NYSE)	10	9 3/4
Alden Electronics (OTC)	3 1/4	3 1/4
Altair (OTC)	3 3/4	3 3/4
Anglo-Canadian (CE)	16	14 1/4
Ball Corp. (OTC)	10 1/4	10 3/4
B. C. Forest (CE)	19 1/2	19
Berkey Photo (NYSE)	13 1/4	8 1/2
Boise Cascade (NYSE)	13 1/4	14 1/4
Compugraphic (AMEX)	27 1/4	23 3/4
Compuser (OTC)	8	7 1/2
Crown Zellerbach (NYSE)	35 1/4	35 1/4
Cutler-Hammer (NYSE)	28	27
Dayco (NYSE)	12 3/4	13 1/4
Digital Equipment (NYSE)	90 1/2	92
Domtar (AMEX)	22	21 1/4
Dow Chemical (NYSE)	54 3/4	55 1/4
Dymo (NYSE)	14 1/2	12 3/4
ECRM (OTC)	7 1/4	6 3/4
Eastman Kodak (NYSE)	109 1/4	113 1/4
Ehrenreich Photo (Amex)	25 1/4	8 1/4
Eltra (NYSE)	61 1/2	58 3/4
General Electric (NYSE)	37 1/4	39 1/4
Georgia Pacific (NYSE)	24 1/4	24
Grace, W. R. (NYSE)	22	21 1/4
Great Lakes Paper (CE)	46 1/4	44
Great No. Nekoosa (NYSE)	30 1/4	28
Harris Intertype (NYSE)	6	5 3/4
Inmont (NYSE)		

International Paper (NYSE)	49	49 3/4
Itek Corp. (NYSE)	12 1/4	14 1/2
Kimberly Clark (NYSE)	34 3/4	32 1/2
Log Electronics (OTC)	5 3/4	4 1/4
MacMillan, Bloedel (CE)	33 1/4	29 1/2
Milgo Electronics (AMEX)	15 1/4	15
Millmaster Onyx (AMEX)	6 1/4	5 3/4
Minnesota Min. & Mfg. (NYSE)	78 1/2	75 1/4
Photon (OTC)		
Richardson (NYSE)	8 1/4	8 1/4
Rockwell Intl. (NYSE)	25	24 1/4
Singer (NYSE)	37 1/4	36 1/2
Southland Paper (OTC)	16 1/2	16
Southwest Forest Ind. (NYSE)	8	7 1/2
Sun Chemical (NYSE)	15 1/4	15
Wheelabrator-Frye (NYSE)	11 3/4	11 3/4
White Consolidated (NYSE)	9 1/4	9 1/4
Wood Industries (AMEX)	7 3/4	7

ADVERTISING AGENCIES

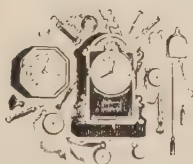
Batten, Barton, Durstine, Osborn (OTC)	11 1/4	11 3/4
Dormeus (OTC)	3 1/4	4
Doyle, Dane, Bernbach (OTC)	9 1/2	8 3/4
Footo, Cone, Belding (NYSE)	9 1/2	8 1/4
Grey Advertising (OTC)	8 1/2	8
Interpublic Group (NYSE)	10 1/2	9 3/4
Needham, Harper & Steers (OTC)	7 3/4	6 1/2
Ogilvy, Mather (OTC)	15 1/4	14 1/2
PKL Co. (OTC)	1/2	3
J. W. Thompson (NYSE)	10	10 1/2
Tracy-Locke (OTC)	4 1/2	4 1/2
Wells Rich Greene (NYSE)	8	7 3/4

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credit has been established).

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3-weeks\$1.80 per line, per issue
2-weeks\$1.90 per line, per issue
1-week\$2.00 per line.

Count 5 average words per line
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3 lines minimum (no abbreviations)

Add 50c per insertion for box service and
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Air-mail service on box numbers also
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8500 paid circulation, no plant, \$185,000
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lisher.

WEEKLY SHOPPER grossing \$175M.
small town Mountain States area. Zone
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EXCELLENT county-wide weekly
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gross of \$50M. Also free distribution
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less than 2 hours from Chicago, gross-
ing \$50M, available at \$40M. For infor-
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COUNTRY BOY, family seek Midwest
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cially able, experienced newspaperman.
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combination. 50M selective unduplicated
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INDIVIDUAL SEEKING either small
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for purchase. Principals only. Box
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J-94. New in 1969. Excellent condition.
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tions, runs like a top. Reasonable.
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58½", 32# GREEN, 42" diameter, 12
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ANGELO STATE UNIVERSITY seeks PhD with media experience to head growing journalism department currently limited to strong news-editorial sequence. Experience in advertising or in broadcasting desirable but not essential. Fall 1974. Equal Opportunity Employer. Write: Department of Journalism, Angelo State University, San Angelo, Texas 76901.

HALF-TIME graduate assistantships (stipend plus tuition) available to persons qualified by newspaper experience to supervise students in news laboratory while working on second degree. Strong academic record essential. Contact Adrian Combs, Business Manager, Daily Egyptian, Southern Illinois University, Carbondale, Ill. 62901.

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ASSISTANT TO THE PRESIDENT of Midwest newspaper chain needs sales, research, and promotion minded person to function as his Assistant. Vacancy caused by movement of former Assistant to General Manager of one of our newspapers. If you received your Bachelor's degree or Master's degree in the past 5 years and have some sales experience, you may be the one we are looking for. \$20,000 income plus incentive. Send resume to Box 1966, Editor & Publisher.

GENERAL MANAGER for rapidly growing newspaper in explosive growth market. Excellent opportunities. Ideal candidate would be profit-oriented with editorial and sales strengths and ability to produce and sell a top product while maintaining effective financial control. Competitive salary and appealing incentives. Box 1917, Editor & Publisher.

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Northwest daily needs business manager with accounting background, data processing experience desirable. Excellent fringe benefits, good starting salary. Career opportunity in 25-30M circulation operation. Complete resume with salary requirements to Box 2010, Editor & Publisher.

PUBLISHER/BUSINESS MANAGER wanted for major New England weekly in metro market. Need management experience plus some ad and editorial background. Potential in growing situation is very large. Age not a factor. Box 1995, Editor & Publisher.

HERE IS YOUR CHANCE to be one of the youngest General Managers in the country. Midwest daily with 7,500 circulation wants energetic sales type with less than 5 years newspaper experience to take over as General Manager. No previous management experience necessary. Degree a must—Masters helpful. \$18,000 plus bonus. Resume to Box 1905, Editor & Publisher.

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EXPERIENCED CIRCULATOR to build a boy crew operation for a major Midwest newspaper. Must have the knowhow to recruit and train crew managers and boys. This is a ground floor opportunity to the person who can produce. No fast buck artist need apply. Send complete resume and salary requirements to Box 1967, Editor and Publisher.

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CAN YOU HANDLE THIS JOB?

We're looking for the brightest, most capable and most competitive circulation manager that can be found for a medium sized PM in the Midwest. We don't need a candidate who is looking for a house-keeping spot nor one seeking to gain the necessary experience to go to a larger metro. Money shouldn't be a problem if you have the proper credentials and are capable of achieving the service and growth we feel necessary in our fast paced market. Tell us about yourself in your first letter along with anything else that might convince us to consider you a finalist for the position. We'll only contact those who sell themselves well in their letters and personal comments. Write Air Mail today to Box 2012, Editor & Publisher.

CIRCULATION MANAGER for offset daily in suburban Zone 3. Aggressive manager experienced in promotion and distribution for small or medium size daily required to tap tremendous growth market. Part of growing newspaper group. Send resume and references to Box 1946, Editor & Publisher.

CIRCULATION MANAGER needed for northern Illinois ABC newspaper changing from bi-weekly to daily. Must be strong on sales promotion, service through carriers and motor routes. We offer new plant and excellent working conditions, paid vacation, profit sharing and insurance. Send complete resume and salary requirements to Box 1963, Editor & Publisher.

AGGRESSIVE, experienced manager strong on organization needed to meet challenge for small California daily in hotly-competitive area. \$14,000 plus bonus. Box 2009, Editor & Publisher.

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Immediate openings in our two community newspaper groups for aggressive sales people that understand classified advertising and have experienced outstanding sales success.

Our offset weeklies are significant factors in both Phoenix and Seattle. They are in their infant stages of development and in dire need of additional personnel to handle and develop the growth.

We offer ideal working conditions, the opportunity to advance at your own speed and compensation more than competitive in today's market. Send a resume or call for a confidential interview to Fred J. Levine, Director of Marketing

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Key positions available for professionals that can develop and produce in our Phoenix or Seattle properties. These openings are unique in that they make it possible for you to build your staff and do your own thing.

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DISPLAY ADVERTISING

NATIONAL ADVERTISING MANAGER for Zone 5 with over 100,000 circulation. Bright, aggressive, college educated individuals with retail or national sales experience should apply. \$22,000 salary plus bonus. Send resume to Box 1965, Editor & Publisher.

ADVERTISING MANAGER for multiple weekly group in Zone 5. Excellent opportunity in growth situation for person whose experience has been planning, motivating and building. Good staff. Resume to Box 1988, Editor & Publisher.

MANAGEMENT TRAINEE ADVERTISING

Arizona newspaper wants sharp salesperson with management ability. Applicant must have desire to achieve and good sales and layout ability. Base salary plus incentive. Send resume to Box 1939, Editor & Publisher.

ADVERTISING DIRECTOR for group-owned daily in Indiana with 20,000 circulation. If you have never managed but think you have the capability, this may be your chance. Degree is necessary. No one is too young to apply. \$18,000 plus commission. Send resume to Box 1911, Editor & Publisher.

ADVERTISING DIRECTOR

The Eugene Register-Guard, Eugene, Oregon is seeking an experienced, proven advertising director to head a staff of 54.

Ad makeup is 100% cold type and we are in the process of converting to offset.

Present advertising director is retiring in March 1974.

Please send complete resume and salary desired to Edwin M. Baker, General Manager, Eugene Register-Guard, P.O. Box 10188, Eugene, Oregon 97401.

CHICAGO NEWSPAPER REP FIRM needs outstanding salesman to join staff. If you have a degree and 2 or more years of successful newspaper sales experience, we would like to hear from you. \$20,000 plus incentive. Resume to Box 1909, Editor & Publisher.

LOUISIANA WEEKLY seeking qualified ad manager to direct small staff. Must have experience in metropolitan market. Competition includes 2 dailies, 13 radio and TV stations. But you'll have a top product to work with. Respected in community. Position available in February. Minimum \$10,100 plus commissions. 21 holidays plus 2 weeks vacation first year. Great benefits. Send complete resume in confidence to Box 1997, Editor & Publisher.

HELP WANTED EDITORIAL

EDITOR/NEWS—Information Office of Washington, D.C. non-profit scientific organization advising Federal government has opening for Editor. Prefer candidate with newspaper or wire service desk experience plus institutional public relations background. Responsible for editing and supervising preparation of news and feature releases on science and science policy. Send resume with salary requirements to: Personnel Office, National Academy of Sciences, 2101 Constitution Ave., N.W., Washington, D.C. 20418. An Equal Opportunity Employer.

DESKMAN / FLORIDA: Opportunities for A) copyeditor on rim handling telegraph/local. B) Reporter with desk experience or one who wants to move into desk responsibility. Major AM paper. Box 1975, Editor & Publisher.

COPY EDITORS

The Arizona Republic has opening for competent copy editors capable of tight editing and a high standard of headline writing. Working conditions excellent, fringe benefits highest, and pay as good or better than Southwest standards. Apply (please do not re-apply if we have earlier application) to Managing Editor Harold K. Milks, The Arizona Republic, P.O. Box 1950, Phoenix, Ariz. 85001.

ENERGETIC BUSINESS WRITER for nation's leading state business magazine. Interest in business essential. Write Lee Butcher, Florida Trend, P.O. Box 2350, Tampa, Fla. 33601.

METROPOLITAN DAILY and Sunday in Great Lakes city seeking editor for Sunday Rotomagazine, circulation 300,000. Pay starts at \$18,000. Contract up. Experience must include 4 years on a metropolitan daily. Box 1964, Editor & Publisher.

IN ZONE 4, AM daily needs one make-up editor and one copy editor. Makeup editor should have some experience with cold type. Copy editor can be recent graduate who would like to learn to work our slot. Send resume and salary requirements to Box 1977, Editor & Publisher.

NEWS EDITOR

The Metro-East Journal, a 40,000 PM daily in a highly competitive southwest Illinois location, seeks an imaginative editor who can produce story and picture ideas that put warmth and excitement in the paper; an experienced writer and copy editor who insists on fairness, accuracy and quality; a supervisor who brings vigor and enthusiasm to the readership of a hard-working staff.

If you offer ability and experience as reporter, copy editor and supervisor, we offer you a good salary and benefits and the opportunity to advance in a respected newspaper group.

Send resume to George B. Irish, Lindsay-Schaub Newspapers, P.O. Box 789, Decatur, Ill. 62525.

GROWING YOUNG DAILY in popular beach resort area wants career-oriented men and women reporters with layout and photo background. Salary commensurate with abilities and Southeast average. Positions must be filled before first of year; only 2 openings remain. Box 1980, Editor & Publisher.

EDITOR for one of Florida's finest, most honored weekly papers, average 40 pages per week, 7,500 circulation, growing 15% per year. Requires experience all types writing, ability to manage news team, knowledge of photo, makeup, head writing important, but not essential. Generous salary, fringes. Applications from women especially welcome. Phone collect, Gene Wells, Publisher, Sebring News, (813) 385-0155.

IF YOU'RE the best reporter on your small or medium daily or are trapped on a metro that just scratches the surface, we may have a home for you. We're an Area 2 metro that prides itself on depth reporting and good writing. Send clips, background to Box 1982, Editor & Publisher.

HELP WANTED**EDITORIAL****STATE HOUSE CAPITAL REPORTER**

If you are hard working, bright and people-oriented and are either No. 1 in a small state capital beat or No. 2 or 3 in a large state capital bureau operation and aspire to be No. 1 for a Pulitzer Prize metropolitan newspaper in charge of state government and its political coverage, you will want to apply to Jack Hart, Managing Editor of the Lincoln Journal.

Present bureau head just promoted to editorial page editor.

Nebraska unicameral legislature meets annually and convenes this January.

Respond with resume and work samples to: Jack Hart, Managing Editor, Lincoln Journal, P.O. Box 81689, Lincoln, Neb. 68501.

EDITORIAL ASSISTANT

Our community is growing. So are we, a nearly 40,000-circulation quality Northwest daily and Sunday newspaper. We need an editorial assistant to boost what is now a one-man (actually one-woman) prize-winning, independent progressive editorial page operation.

When you arrive, we'll go to two ed pages daily. Your duties will include layout and editing of the op ed page, editing letters to the editor, writing editorials and taking over in the editor's absence. At least for now, your work will include some news-side activities—either copy reading or reporting.

We want someone with some editorial writing and editing experience, who has a solid background as a reporter. We are not hung up on college degrees, but we want someone who can deal with the public and who is open-minded and receptive to viewpoints other than his own.

We offer pleasant working conditions, good salary and benefits, and we expect hard work often under pressure. In return, Our city, Vancouver, Wash., has 45,000 people and an identity of its own, yet it's only 10 minutes across the Columbia River to Portland, Ore., and 90 minutes from high mountain skiing or the Pacific Ocean.

Write about yourself, enclosing a complete resume and work samples, to: Elisabeth Van Nostrand, Editorial Page Editor, The Columbian, Box 180, Vancouver, Wash., 98660. Replies confidential.

NEWS EDITOR—Experienced editor/producer for hard news on hard-news suburban weeklies. Top state award-winners; growth situation. Editing, layout, organizational skills essential. Sports, camera knowledge helpful. Some writing. Salary open. Send resume, samples to Box 1998, Editor & Publisher.

FEATURE WRITER needed in mid-February, possibly sooner. We are looking for a bright reporter who can cover a wide range of duties with special emphasis on regular feature work. This would be an excellent opportunity for a recent J-grader who does not want to be deskbound. Send resume, salary requirements and writing samples to J. L. O'Connor, Daily Chief-Union, Box 180, Upper Sandusky, Ohio 44831.

TOP NOTCH REPORTER

Zone 2 metropolitan daily wants reporter who can do it all, with strong investigative ability. Aggressiveness vital, accuracy equally so. Salary up to \$14,000. Good benefits. Write full background to Box 2011, Editor & Publisher.

NEWS EDITOR: For 33,000 circulation Catholic diocesan newspaper. Must be experienced in hard news, interviewing and feature story writing. Camera and darkroom ability helpful. Week-end assignments balanced by days off. Send resume of educational and employment background, salary history, samples of work and three references of quality (one from a member of the journalistic profession). Write: Rev. Msgr. Andrew Breines, Catholic Herald Citizen, 25 South Hancock St., Madison, Wisconsin 53703.

HELP WANTED**EDITORIAL**

DON'T WRITE if you are not strong in the basics of daily newspaper operation and in evaluating and handling personnel.

DO WRITE if you would like to be assistant managing editor of a Zone 5 metro AM that's trying to be the Newspaper of Tomorrow—today. Box 2014, Editor & Publisher.

NEWS/CITY EDITOR for 23M daily in Wisconsin. A sometimes exciting, always busy, responsible editing-managing position with a good staff of news reporters. The newspaper is aggressive, its management forward looking. Applicant should have significant reporting-editing-managing experience on newspapers. Send complete resume, references, a few samples of your best work and short statements on 1) the role of a city editor and 2) your own strong and weak points to Box 2006, Editor & Publisher.

EDITORIAL ART**ARTIST**

Variety of newsroom art requiring experience in photo retouching and proportioning, keyline paste-up, cartoons, illustrations, color separations, and graphic arts reproductions. Metro daily, Zone 5. Send complete resume to Box 2004, Editor & Publisher.

FREELANCE

FREELANCER'S TAX MANUAL explains tax savings, overlooked deductions. Saves writers, artists, photographers money. \$2.95 postpaid. Money back guarantee. Write Journalist, 7318 Lugary, Houston, Texas 77036.

LIBRARIANS

EXPERIENCED newspaper librarian with library and/or journalism degree. Duties as assistant: some administrative, indexing, filing, typing, reference and knowledge of microfilming. Guild shop. Metropolitan daily, Zone 5. Box 1800, Editor & Publisher.

MISCELLANEOUS

OPENINGS IN PENNSYLVANIA. All types. Write Pennsylvania Newspaper Publishers' Association, 2717 North Front St., Harrisburg, Pa. 17110.

PRESSROOM**URBANITE PRESSMAN SUPERVISOR**

Union shop. 7-unit Urbanite press. 100,000 daily circulation tabloid. Night shift starting 7 PM. Collect run. We need an experienced pressman to print our newspaper and to take charge of the pressroom. Will work directly with the Production Manager. Command of Spanish helpful but not essential. Send resume and salary desired to El Nuevo Dia, P.O. Box 297, San Juan, Puerto Rico 00902, Attn: Production Manager.

PRESS MACHINIST—8-unit, 3-folder Scott multi-unit. Vertical mill, lathe, etc. Good pay; good benefits. Area 4, 50K PM daily. Reply in absolute confidence with full particulars and salary requirements. All replies answered, Box 2003, Editor & Publisher.

PRODUCTION

HOT METAL PRINTERS—Floorman, combo man and monitor. These positions are now open in our composing room. Day and night shifts available. All company benefits including paid vacation, hospitalization, retirement plan, etc. Please contact Gilbert Arrant, Composing Room Foreman, Bradenton Herald, Bradenton, Fla. 33505. Phone (813) 746-0411 between 8 AM and 3 PM, Monday-Friday. All applications held in strict confidence.

HELP WANTED**PRODUCTION****PRODUCTION DIRECTOR ON CAPE COD**

A new position of Production Director is being created at the Cape Cod Standard-Times, a 28,000 seven-day newspaper, a member of the Ottaway group. We are preparing to go 100% photo-com in the spring, and will convert our press to plastic relief plates. Knowledge of cold type procedures and work flow is essential, as is close familiarity with press room operations.

This is a challenging position with a newspaper which has compiled an excellent growth record. Many attractive benefits, the greatest of which is Cape Cod for year-round living. Write full details to Scott Himstead, Publisher, Cape Cod Standard-Times, 319 Main St., Hyannis, Mass. 02601.

SALES**HELP WANTED****PRODUCTION****NIGHT COMPOSING ROOM FOREMAN**

Working foreman for 10-20M Zone 2 offset daily. Supervisory experience essential, perf skills desirable. Must be familiar with photocomp and pasteup. Box 1884, Editor & Publisher.

PUBLIC INFORMATION**Director of Public Information**

Ivy League university seeks individual to direct the Office of Public Information with responsibility for editorial services, radio, television and film, visual services and two university newspapers. Immediate opening. Salary competitive and commensurate with ability. Reply, in writing to

Box 2000, Editor & Publisher.

An Equal Opportunity Employer m/f

SALES

GRAPHIC ARTS TYPESETTING sales engineers

We have several outstanding growth positions available to sell computer systems to the publishing industry for business applications and composing/editorial functions.

The ideal candidate will have a successful sales record, some knowledge of computers and the graphic arts industry, and of course, an astute business sense.

This is a rapidly expanding market group within our company and as such, affords the applicant an excellent future limited only by your own initiative and ability.

For immediate consideration, please forward resume to Paul E. Bennett, Digital Equipment Corporation, Rm. 22B, U.S. Route 1, Princeton N.J. 08540.

digital
digital equipment corporation

The above positions are open for application to men and women regardless of race, national origin, age, religion or creed.

EDITOR & PUBLISHER for December 22, 1973

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

ACADEMIC

BACHELOR'S IN JOURNALISM; MA in Political Science (summer of '74); 30 years in newspapers, writing, publishing, advertising, PR; seeking part-time campus position in northwestern Ohio or southern Michigan. Box 2001, Editor & Publisher.

ADMINISTRATIVE

AD MANAGER—All departments, all size competitive papers. Young, aggressive, successful. Resume. Box 1972, Editor & Publisher.

CONTROLLER - TREASURER desires position with progressive organization. 24 years experience in all newspaper business functions. 43 years old, excellent record. Box 2008, Editor & Publisher.

GENERAL MANAGER, Zone 1 newspaper chain of 60,000 circulation. Conditioned for growth sales, profit and expansion. Metal and offset experience. Box 2016, Editor & Publisher.

AD MANAGER, 32, seeks position with daily or weekly group. Over 50% annual lineage gain in last position. Sales experience on larger metropolitan daily. Ultimate goal is general management. Box 1969, Editor & Publisher.

CARTOONISTS

AWARD-WINNING editorial cartoonist, 29, presently with major national weekly, seeks position as editorial cartoonist for medium or large liberal daily. Quality stylist with sharp political perception needs only challenge of daily work to excel. Any Area. Resume, clips. Box 1956, Editor & Publisher.

CIRCULATION

ASSISTANT CIRCULATION Manager, 17 years experience in metro circulation—Little Merchant Program. Motor Route, Distributor and Councilor systems. Box 1938, Editor & Publisher.

CIRCULATOR, 25 years experience all phases any capacity, wants small to medium size daily anywhere. Excellent on sales service promotion and collections. Box 2007, Editor & Publisher.

DISPLAY ADVERTISING

ADVERTISING REPRESENTATIVE, 10 years sales and production experience on both medium and large size dailies. Above average layout skills. Box 1913, Editor & Publisher.

DISPLAY ADVERTISING

WORKING AD DIRECTOR, non-metro daily, 50, BJ Missouri, \$250. Area 3, 4, 6, 8, Box 1031, Editor & Publisher.

AD MANAGER, 35, degree, experienced sales, design, layout, most machinery, plus some news experience. Would like opportunity to general manager or assist publisher in near future. \$250. Box 1935, Editor & Publisher.

EDITORIAL

ENVIRONMENTAL writing/reporting position wanted, 8 years wire service, broadcasting and educational reporting. BA degree. Box 1955, Editor & Publisher.

WEEKLY EDITOR seeks position as editor or city editor with 10,000+ daily. Excellent references, 10 years experience, winner of numerous awards. Seek challenging post. Box 1943, Editor & Publisher.

REPORTER, whose investigative work was recently cited in E&P, seeks position with dynamic metro daily. Have extensive experience with major Zone 2 metro daily. Married, willing to relocate. Box 1991, Editor & Publisher.

SEEK CHALLENGING and final career stop as political editor. Solid 25-year diverse background in government and journalism. PhD (economics). Box 1960, Editor & Publisher.

WORKING EDITOR, 38, hit by paper shortage, needs job. Family man, college trained all phases communications. Arnold Jefeocat, North Broadway, Sidney, Ohio. Call: (513) 492-0042.

REPORTER, 32, with 12 years experience in all size dailies in all beats. Orientated towards spot news with some camera ability. Seek position in Zones 6, 7, 8 or 9. Box 1942, Editor & Publisher.

DAILY EDITOR, 37, seeks managing editorship/news editorship medium, large daily, preferably Zones 6, 7, 8, 9. Award-winner in writing, editing, layout, photography, presently direct staff of 45. Creative, 16 years metro market, former J-professor. Box 1959, Editor & Publisher.

REPORTER—8 years experience, 2 on daily. Like beat, investigative reporting. Box 1944, Editor & Publisher.

HARDWORKING REPORTER, 25, has covered Capitol Hill for 16 months; writing and editing experience on 3 Baltimore dailies. Seeks general assignment or science reporting on daily. Any Area. (301) 946-6597 or Box 1903, Editor & Publisher.

EDITORIAL

METRO EDITOR wants to return to smaller town as editor on small or medium daily, 20 years experience. Family. Box 1984, Editor & Publisher.

MANAGING EDITOR (11 years), reporter, sports columnist (16 years) seeks responsible position on medium sized daily. Won back-to-back state wide awards for editorial writing (1969-70). Previous newspaper increased circulation from 18,000 to 38,000 while managing editor. Will relocate. Box 1928, Editor & Publisher.

YOUNG married man seeks position as sports writer for daily or weekly. Willing to work hard and learn. Prefers people-oriented reporting and features. Call (618) 549-2363.

EXPANDING? A young managing editor and a production supervisor are looking for a stake in a small daily or weekly in Zone 5 or 7. They have been running a 5000 circulation daily for the past 3 years. Circulation is up, gross and net are up and now it is a prize-winner. Working experience in every phase newspaper production and management. Box 1993 Editor & Publisher.

MANAGING EDITOR—Metro newsman, suburban newspaper background, seeking top spot on small daily or right weekly. Box 1987, Editor & Publisher.

J-GRAD PHOTOGRAPHER with layout and writing experience seeks position, will relocate. P.O. Box 885, Carbondale, Ill. 62901.

SPORTSWRITER — Recent J-School graduate. Sports editor of major college daily. Will relocate anywhere. Write Box 2017, Editor & Publisher.

DECEMBER Wisconsin J-Grad seeks reporting job on daily. College paper experience. Married veteran. Any Zone. Box 1990, Editor & Publisher.

CITY, COPY OR WIRE editor for 20 years on daily, editor of weekly for 7 years. Seeking relocation and editor's job within Area 9, Box 2005, Editor & Publisher.

SPORTS PRO, now on news side, wants back. Age 29, BS, graduate school, 5 years on top metro. Box 2015, Editor & Publisher.

EDITORIAL

REPORTER - EDITOR - ADMINISTRATOR, 32, seeks change. Able to handle most any assignment. Would prefer running small daily, large weekly or semi-weekly. Zones 1 and 2. Multi-talented, quick to catch on. \$15,000 minimum. Non-stop energy. Box 1994, Editor & Publisher.

SPORTS HUSTLER! 6 years experience in preps, college and pro. Currently sports editor of medium Midwest daily. Looking for metro position in Zones 4, 6, 8, 9. Sportswriting, layout are my games. Box 1989, Editor & Publisher.

DESKMAN displaced after sale-realignment of daily seeks post in Areas 3 to 6. J. R. Kammeier, 422 Borch, Waterloo, Iowa 50702. Phone (712) 234-8182.

SEEK REPORTER'S SPOT on weekly or small daily. Some experience. Active in local, county and state public affairs. State university graduate, 1972. Mark Nolan, 4314 Harrison St., Kansas City, Mo. 64110.

INVESTIGATIVE REPORTER seeks Midwest spot. Experience desired above salary. Box 1999, Editor & Publisher.

FREELANCE

REPORTER/PHOTOGRAPHER locating in Southeast Asia in July wants market possibilities; references and resume. Box 1962, Editor & Publisher.

PHOTOGRAPHY

PHOTOGRAPHER: January grad, photo-journalism, seeks good photo job, any Zone. Bart Rex, 928 Kintyre Way, Sunnyvale, Calif. 94087.

PUBLIC RELATIONS

SPORTS INFORMATION—Experienced sports writer-editor seeks position in sports information and/or public relations field. Married. Age 23. BJ Missouri. Excellent references. Box 1981, Editor & Publisher.

To answer box number ads in EDITOR & PUBLISHER:

Address your reply to the box number given in the ad, c/o Editor & Publisher, 850 Third Avenue, New York, N.Y. 10022.

Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manilla envelope. Never submit complete newspapers or magazines unless specifically called for.

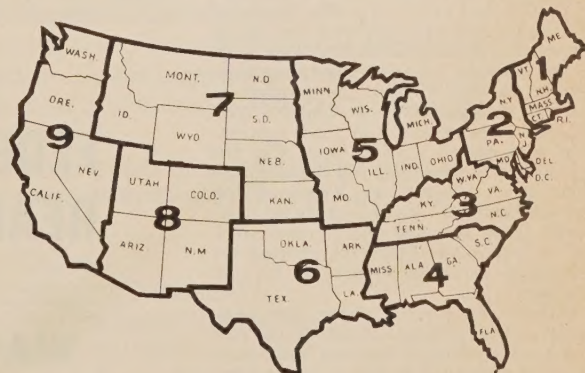
Editor & Publisher is not responsible for the return of any material submitted to its advertisers. Therefore, we suggest that you never send irreplaceable material.

Editor & Publisher cannot under any circumstances divulge the name or address of a box holder.

Thank you.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification





ATTENDING Parade Magazine's annual Christmas luncheon at the Waldorf-Astoria are, (left to right): Edwin F. Russell, Newhouse Newspapers; Jack A. Howard, Scripps-Howard Newspapers; Walter N. Thayer, Whitney Communications Corp.; Charles Lipscomb, American Home Products; Howard C. Story, Jr., Story & Kelly-Smith, Inc.



RELAXING at Parade Magazine's annual newspaper representatives luncheon at the Waldorf-Astoria are, (left to right): Edward W. Estlow, Scripps-Howard Newspapers; and Daniel D. Kinley, Parade Publications, Inc.

Shop Talk at Thirty By Jerry Walker, Jr.

PERSISTENCY PAYS OFF

What advice does the top newspaper advertising salesman in the business have for his colleagues during these trying times?

At his annual Christmas Party on Monday (December 17), Arthur "Red" Motley, chairman of the board of *Parade* magazine, said the main thing is for newspaper salesmen to "hang in there!"

Reflecting on his 46-year career as a salesman, Red told the annual gathering of his friends in the newspaper selling and publishing fields that to be a successful salesman, one must be persistent and not give up.

Reflecting on his 26 years as the head of *Parade*, Red said it was this "hang-in" philosophy that has convinced him of the importance of perseverance in sales work. As an example, he pointed out that since joining *Parade* in 1946, the supplement has been dropped by 34 newspapers. During that same period, 9 of those newspapers went out of business, and 14 of the remaining 25 have rejoined *Parade*, the latest renewal being the *Winston-Salem Journal-Sentinel*, which cancelled out twenty years ago. Red said he never stopped calling on the drop-outs, proving his point that persistency pays off for the salesman.

Despite the current paper shortages, energy crisis, political disasters and other obstacles affecting business and advertising in general, Red said it would serve no useful purpose for salesmen to get "derailed" by instances such as these. "We are still going to be in business," Red

said, adding that there are "a lot of prospects and opportunities left to be sold." As for his own publication, he said national advertising signed up to date for 1974 is the best he has seen in all his years with *Parade*.

Year-end report

The year-end report on *Parade* was issued following the luncheon in the Jade Room at the Waldorf-Astoria Hotel. The statement reads:

"The nation's largest weekly mass circulation magazine saw revenues increase to \$64.2 million from \$61.6 million; pages increase from 789 to 794; and circulation from 17,888,357 to 18,623,367. The num-

ber of newspapers distributing *Parade*, rose from 101 to 105 during the year.

According to *Parade* president Daniel D. Kinley, early indications point to 1974 being an excellent year for *Parade* as evidenced by the number of new advertisers already on the books along with the addition of another major new market—Winston-Salem. Kinley also noted that the advertising field is becoming increasingly aware of the relationship between high readership and advertising effectiveness and that is where *Parade* excels."

There were about 10 "no-shows" at this year's event, due to a heavy ice storm in the New York metropolitan area that left many homes without electricity and transportation. Some of the notables present were: Jack Howard, Scripps-Howard; Mort Frank, Family Weekly; Robert U. Brown, EDITOR & PUBLISHER; Ed Russell, Newhouse Newspapers; Walter Thayer, Whitney Communications; Howard Story, Story, Kelly & Smith; Fred Pitzer, Branham-Moloney; and Charles T. Lipscomb Jr., the former president of the Bureau of Advertising, ANPA who is now a management consultant at American Home Products.

FEDERAL DECISION MAKERS READ IT . . . BELIEVE IT

and so do nearly a million others.

WASHINGTON STAR-NEWS

Washington, D.C.

**“A splendid
service...”**

**“Unduplicated by any
other source...”**

“An honest approach...”

**“Clear,
Concise,
Unbiased...”**

These are typical of scores of user comments on State Farm's *No-Fault Press Reference Manual*. Since its publication in January of 1973, it's become the standard reference work on auto insurance reform. More than 800 copies are in use in the nation's newsrooms.

Encyclopedic in scope, the 300-page loose leaf manual is a tab-indexed guide to every aspect of the no-fault auto insurance story. For every state that's passed major auto insurance legislation, the manual provides a concise run-down of the law's principal provisions, along with an analysis and its complete text.

Other sections include a historical overview of the auto insurance reform effort, proposed federal legislation and a glossary. Updates are mailed to all manual users as laws are amended and new ones passed. They also get *Advisory*, a one-page newsletter that thumbnails interim developments.

Altogether, the manual, updates, and newsletter offer authoritative, unbiased help to everyone reporting on auto insurance reform. For this free service, write to:



Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

We happily reprint
the most famous editorial
ever written on the subject
-and wish you a Merry Christmas

Is There A Santa Claus?

We take pleasure in answering at once and thus prominently the communication below, expressing at the same time our great gratification that its faithful author is numbered among the friends of The Sun:

"Dear Editor:

I am 8 years old.

Some of my little friends say there is no Santa Claus.

Papa says 'If you see it in The Sun it's so.'

Please tell me the truth, is there a Santa Claus?

Virginia O'Hanlon
115 West 95th Street"

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with

the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa

Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God he lives, and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood.

"Is There a Santa Claus?" is the question Virginia, daughter of Dr. and Mrs. Philip F. O'Hanlon, put to the Editor of THE SUN in September, 1897. Her letter was turned over to Francis Pharcellus Church to answer. The product of his fine nature, mellow wisdom and sound craftsmanship was the editorial "Is There a Santa Claus?"



SCRIPPS-HOWARD NEWSPAPERS